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FINAL REPORT
Volume II

AUTHOR: Mrs. Jean Bruce

TITLE: A content analysis of thirty
Canadian daily newspapers
published during the period
January 1 - March 31, 1965,
with a comparative study of
newspapers published in 1960
and 1955.

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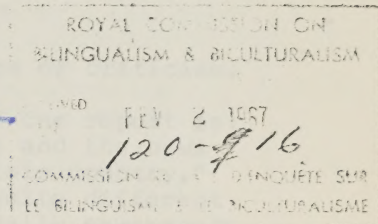
UNIVERSITY OF SASKATCHEWAN REGINA CAMPUS

DIVISION OF SOCIAL SCIENCES

REGINA, CANADA

January 30, 1967

Strictly confidential



Mrs. C. McFarland
Editorial Associate
Royal Commission on Bilingualism and Biculturalism
P.O. Box 1508
Ottawa, Ontario

Dear Mrs. McFarland:

By devoting my weekend to it, I read and analyzed the Bruce report and produced the attached report for you.

I am sorry to be so rough on it, but you asked for my opinion and you got it.

Sincerely yours

Dallas W. Smythe
Dallas W. Smythe, Chairman
Division of the Social Sciences

DWS/nh
Encl.

Reader's Report

on

Bruce, Mrs. Jean: A Content Analysis...

by

Dallas W. Smythe

My reading of this report suggests five orders of criticism.

(1) Purpose of study. The first sentence of the report is: "This is a study of Canadian daily newspapers and the news they publish about the various provinces in this country." This is an ambiguous purpose, requiring two quite different study designs. If it were to be a study of daily newspapers then the focus of attention throughout should turn on them. A set of assumptions would be required as to what was possible or desirable in the way of newspaper policy in the handling of news about other provinces. And the results of the study would be related systematically to those assumptions. The newspapers in the study would be examined as individual newspapers. If it were to be a study of the news published about the various provinces, news or information would be the focus of the study. It would be recognized that individual newspapers which provided the material for the study were representing not themselves but the totality of news or information which reached the public via newspapers. The results of the study would be related systematically to the questions which the study director would put to the data, but the role of individual newspapers in originating the data would be excluded. In general the study as performed seems to have tried to accomplish both of these purposes. It has, in my opinion, failed to do either satisfactorily.

(2) Sampling. The importance of sampling to such a study is obvious. The significance of the information produced by the study has to be established by reference to the efficiency of the sample in reducing sampling variance to optimal and known dimensions. We are told on page 2 that "a representative sample of 30 papers was chosen by Mr. Antonin Boisvert" out of a total of 105 newspapers published in Canada. Nowhere are we told how this sample was made. Studies of scholarly quality which depend on samples have long since outgrown the ex cathedra style of sample derivation, regardless of the intuition or the person of the sampler. Unless there is a clear statement of sampling procedure there is now no warrant for producing or publishing a study of this sort except in the area of market research where such practices rest to some extent unchallenged because of the lack of sophistication of the customers for such research.

Not only are we unaware of the sample design chosen. We are not given a second essential of a properly performed sample study: a statement of the variance analysis of the data obtained in the study with indications of the size of the confidence intervals (in percentiles or actual magnitudes) within which apparent differences between the sample data may be expected on a certain stated probability basis to fall. Such a variance analysis after the fact of the "field work" is necessary if the reader (or analyst) is to know the significance to be attached to the study data. The absence of this feature vitiates virtually all of the analysis and conclusions of this study.

The importance of knowing something about confidence intervals based on variance analysis is emphasized in this report when we find evidence that indeed there is very large variance between individual newspapers. Thus at p. 48 "The Calgary Herald published more than twice the amount found in the other Alberta paper". At p. 36 we learn that the range of column inches is from 17 to 1 (Le Droit to Sherbrooke La Tribune). At p. 24 the flat statement is made (and it is the only statement as to observed variance I have seen in the report) that "While a separate analysis of the press in each province would have been preferable, our sample was not large enough to make this possible." How do we know? How did the author know? How do we know that the variance between papers in the regions is small enough to warrant analysis of region-by-region differences? Lacking an analysis of the significance of the results how do we know that even the national total tables are significant (i.e. not due to the chance selection of the sample)? How do we know that Table 1 shows significant results? For example, on p. 23, Manitoba and Nova Scotia are shown as having 71 and 70, respectively, average column inches of attention by papers in other provinces. Would another sample study of Canadian newspapers show the comparable figures to be 74 and 68 respectively? We can not know absent analysis of sample variance. Dip in where you will, e.g. on p. 36, you will find wide variance apparent in the performance of newspapers in the sample.

(3) Study procedure. In its early stages some unfortunate mistakes were evidently made (and the author of the study tried valiantly to compensate for them). One was the decision to delegate to the Canadian Press Clipping Service the crucial task of selecting from the universe of newspaper content the items which would be studied. In the event, this agency proved unreliable (p. 16) and much work had to be redone. While the author appears satisfied with the reliability of the clipping service after corrections were made, the suspicion is at least entertainable that so unreliable an agency might not be depended on to provide content selections where more than casual inspection was required. I refer to the subsequent necessity to delete analysis of Ethnic items. Was the absence of such items attributable to their absence in fact from the press, or was it attributable to the fact that to detect them one would have to employ

monitors who were capable of spotting indirect or implicit clues to them. For example, would the monitors and trained have picked up a story in the Leader-Post concerning the fact that the City Council had failed to approve a proposal to the Centennial Commission when the proposal came to it from a minor (and unpopular) group of Ukrainians in another province? As I put the question the answer may be affirmative, but as it appeared in the newspaper, the item would not be so specifically identified.

A second study procedure disaster came because certain kinds of questions were not pretested sufficiently before applying them to the actual study. I refer to the categories of "scope", (Category X), "page" (Category VI), and "ethnic significance" (Category XI). Thus more than one-fourth of the desired categories of information were ~~listed~~^{missed}. The study also suffered because for lack of time the "type of item" analysis was abandoned from the time series portion of the study.

A different type of difficulty was introduced by the decision to limit the inquiry to items concerning "other province" information, although such a tactical decision was understandable in light of the fact that a companion study of "national" news was to be done by Professor Donald Gordon. The difficulty to which I refer is that in the present study there is no referent or yardstick for the "other province" information. The role of the content analyst is to put himself in the place of the general public and to say, this is what I see in the material being studied. Proportions and emphasis, usually termed "saliency", play a large role in interpreting the results. Here, the "national" information was excluded and hence unavailable for comparison with the "other province" information. But what does it mean to conclude as the author does at p. 146, and again at p. 279 that relatively more political-social-economic news was published than of other categories concerning other provinces? Is it not more meaningful to be able to state how categories of "other province" information published compare with (a) all information published, or (b) "national" information, or (c) "own province" information? The meaning of the results suffers from ^{such} comparisons with such referents. Conceivably the difficulty may be remedied in part if Professor Gordon's study was conducted with strictly comparable administrative and analytical procedures to this one, and the results of the two studies are combined in a third study which integrates them. Even so, the absence of information about the "own province" information may be a troublesome gap.

Obviously the total of all information published would be a common reference point for both this and Professor Gordon's study. It could have been used for this one. It was not. And this study suffers from the absence of this measure of saliency as well as others. If a content analyst must be in the role of the general public, looking at the newspapers (in this case),

saliency in the material is a vital aspect of its measurement. Saliency is to some extent a function of relative size. Given total amounts of news may have different saliency and may reflect different amounts of reader attention if in one case it is buried in near-full-page-ads in short takes, on back pages, and in another case it is part of a systematic presentation of news at or near the first page. The abandonment of the effort to analyze position (see p. 16) aggravates this difficulty in the present study. Under the circumstances why did the author not use total column inches published by the newspaper as a measure of a given news category's salience (by means of expressing the latter as a percentage of the former)? Such a percentage analysis could have been carried throughout with more meaningfulness than the simple absolute comparisons of column inches devoted to the news categories which were actually used. To be specific, at p. 27-29 comparisons are drawn of absolute average column inches devoted to news concerning the various provinces. Given the wide diversity in total column inches published by the papers, it is conceivable that the regional differences said to be evident may not represent the material effectively available to readers.

(4) Analysis and writing. The confusion mentioned as to purpose, taken with the absence of sample variance measures, vitiates for this reader the analysis in the substantive chapters. If the purpose of the study is to study content available to readers, the identity of particular newspapers is irrelevant to the meaning of the data. To treat them as representing themselves is to ignore their role as parts of a sample. If they are parts of a sample, they stand individually or in clusters for all newspapers. If the sample had been stratified to represent chains of papers, of course, it would be appropriate to refer to behaviour of the chains, but even then the individual papers would represent the chains and not themselves. ~~In this connection, the decision to include the Ottawa Le Droit in the sample but then to exclude it from the analysis is~~ incomprehensible. There are voluminous tables full of data concerning individual newspapers. If the purpose of the study were to study individual newspaper performance, it is submitted that the method of analysis and writing defeats this purpose too. Someone might be able to conduct a study of individual newspaper performance by using this tabular material. But it hasn't been done here, to this reader's comprehension. The decision to include the Ottawa Le Droit in the sample but then to exclude it from the analysis is incomprehensible.

There are a few relatively minor writing points to be mentioned. "Overall size" is frequently mentioned, but never defined. Is it the total of column inches of editorial material in the newspaper (as distinct from advertising content), or does it include the latter? One assumes the former but is

never told. The editorial style is rather sloppy. There is a lack of textual table format with title and informative column captions, and text tables are mixed in with lengthy tables in a sometimes confusing way. The language employed is often inexact. For example, at p. 21 "low coverage" presumably means small absolute amounts of news, but it doesn't necessarily mean that. At p. 22, "total amount of news" presumably means but doesn't say, "total amount of news published about "other provinces". "Rate" and "ratings" are used when "rank order" and "rankings" are presumably meant throughout. Sometimes the choice of analytical categories gives incomparable comparisons. Thus, at p. 50 the discussion under "type of news item" is a bit like it would be if in analyzing the physical appearance of a group of individuals one were to say "Sixty percent of 24 had blonde hair while of the remaining 12, 68 percent had flat feet and over 25 percent of the weight of Bill and Mary consisted of their overcoats." Again, at p. 151, the last sentence on the page has no discernible relation to the following table and the material to which reference is made.

(5) Relation to scholarly work in the field. As far as a reader of this report can ascertain, the author ignored all previous scholarly work in this field. There is no bibliography of such references. There is no technical appendix. No references to other work appear in the text. This is perhaps why the grave mistakes described above came to be made. There is a large scholarly body of literature from which one could learn procedures for sampling, study administration, and data analysis.

* * * * *

* a six-year old bibliography at hand covered 1700+ such studies, including 25 under the heading "Theory and Methodology in the Study of Newspapers." (Berser, F. E., Communications Content: Analysis of the Research, 1900-1958)

SUMMARY

1. How substantial a contribution does this manuscript make to scholarly knowledge in the field, and to the development or improvement of research methods? None.
2. As for the scientific value of the study:
 - (a) Has the author defined the problem or problems he is studying? Not in precise terms susceptible of operational analysis.
 - (b) To what extent has the author taken account of the scholarly work in this field? Not at all. Especially important for sampling problems.
 - (c) Have important aspects of the subject been omitted? The saliency aspect of newspaper content was omitted.
 - (d) Is the author objective? Yes.
 - (e) Are the author's conclusions based on a sufficient sample or on significant documentation? No.
 - (f) If there is statistical material, does it need further checking? I am afraid that in this respect the errors stem from the sample design, but even now a study of sample variance would yield some measures with which a completely new analysis could profitably be undertaken, even of the data now collected.
 - (g) In its present state, how vulnerable is the study to scholarly criticism? Wide open on a number of series levels.
3. Should the author undertake to correct or reorganize his study? Which parts? In what way? Affirmative only if author has sufficient scholarly resources available, and sufficient time and personnel to virtually re-do the data reduction and analysis portions of the study.
4. Could any sections of the study be shortened or even eliminated without lessening its impact? Which sections? Unable to answer this because it assumes that the study can have a favourable impact if published. I can't accept that assumption.
5. Are there competing books in the field? Not that I know of, if the field be taken to refer to content analysis of Canadian newspapers. Yes, if the question refers to books and articles which would provide yardsticks against which this report would be judged.
6. Would you recommend publication? No. However, the intuitive insights which readers may draw from some of the material produced in the report may have great value to the Commission, while lacking demonstrated support.

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VOLUME II

A CONTENT ANALYSIS OF THIRTY CANADIAN DAILY
NEWSPAPERS PUBLISHED DURING THE PERIOD
JANUARY 1 - MARCH 31, 1965, WITH A COMPARATIVE
STUDY OF NEWSPAPERS PUBLISHED IN 1960 AND 1955.

Report presented to the Royal Commission
on Bilingualism and Biculturalism

Jean Bruce
June, 1966.

Table of Contents

(Volume I)

	<u>pages</u>
Chapter one - Introduction	1
Chapter two - Patterns of news coverage	20
Chapter three - The Western Provinces	46
I - British Columbia	47
II - Alberta	53
III- Saskatchewan	57
IV - Manitoba	62
V - Conclusions	67
Chapter four - Ontario and Quebec	87
I - Ontario	87
II - Quebec	93
III- Conclusions	99
Chapter five - The Maritime Provinces	111
I - New Brunswick	112
II - Nova Scotia	116
III- Newfoundland	119
IV - Prince Edward Island	123
V - Conclusions	126

(Volume II)

Chapter six - Analysis of newspaper content (1965)	146
Chapter seven - Analysis of newspaper content (1960 and 1955)	192
Chapter eight - Newspaper references to relations between English Canadians and French Canadians (1965)	271
Chapter nine - Conclusion	275
Appendix	285

CHAPTER SIX

Analysis of Newspaper Content (1965)

The preceding chapters in this study have described the different categories of news content, the various amounts, sources and forms of news published about the ten Canadian provinces in the newspapers under study in 1965, 1960 and 1955. This chapter is concerned with the relative importance of different news categories in individual papers, and the amount of news in each category published about the various provinces.

Our study showed that, when all the news published in all the papers (except the Ottawa Droit¹) was added together and then broken down into the seven news categories, the result was as follows:

Table 58

<u>News categories</u>	<u>Column inches</u>	<u>Percentage of total</u>
Political-social-economic	20,853	46.6
Sports	6,485	14.5
Crime	6,178	13.8
Miscellaneous	4,286	9.6
Accidents	3,146	7.0
Education	2,355	5.3
Entertainment	<u>1,411</u>	3.2
	44,717	

The Ottawa Droit was excluded from this table because of its special position, explained earlier in Chapter Two. This paper circulates in Quebec as well as Ontario, and our analysis showed that 94% of its total provincial coverage concerned Quebec.

1. See below this page.

The Quebec coverage in this one paper was sufficiently large (10,861"), and individual, to affect the overall pattern described in Table 88. Had the Ottawa Droit been included with the other 29 papers in that table, the breakdown of news into categories would have been:

<u>News categories</u>	<u>Column inches</u>	<u>Percentage of total</u>
Political-social-economic	25,589	45.5
Sports	9,659	17.2
Crime	6,895	12.3
Miscellaneous	5,161	9.2
Accidents	3,669	6.5
Education	3,345	5.9
Entertainment	1,945	3.5
	<u>56,263</u>	

Although Table 58 shows that "political-social-economic" news was the most widely reported with "sports", closely followed by "crime", in second and third places, and "miscellaneous", "accident", "education" and "entertainment" news placing fourth, fifth, sixth and seventh, Table 62² reveals that only one newspaper, the Sydney Cape Breton Post, conformed exactly to that pattern of reporting.

It was interesting to find that a distinct regional variation among the newspapers was partly responsible.³ Papers published in the provinces west of Quebec (apart from the Regina Leader-Post and the Winnipeg Free Press) published considerably more "crime" news than "sports" news; whereas Quebec papers (apart from the Montreal Star) and Maritime papers published considerably

2. Table 62, pages 174-174a.

3. Table 65, pages 177-177a-177b.

more "sports" news than "crime" news. However, when the amount of "sports" news published in all 29 papers was added together, the total exceeded the amount of "crime" news by a small margin. (6,485" - 6,178").⁴

If the order of news categories were altered, to let "crime" news take precedence over "sports" news, then the following six papers would conform to the pattern of 1) "Political-social-economic", 2) "crime", 3) "sports", 4) "miscellaneous", 5) "accidents", 6) "education" and 7) "entertainment" news:⁵

Vancouver Times
Edmonton Journal
Winnipeg Tribune
Toronto Globe and Mail
Ottawa Journal
Montreal Star

"Political-social-economic" news took precedence over all other categories in every newspaper except the Victoria Colonist (where "crime" news ranked first) and Montréal-Matin (where "sports" news ranked first).

Montréal-Matin was the only paper which rated "sports" news first in importance. In other Quebec newspapers (apart from the Montreal Star) and in the Maritime papers "sports" news ranked second in importance after "political-social-economic" news. In newspapers elsewhere in the country "sports" news ranked second, third, fourth or fifth in importance.

4. Table 58, page 146.

5. Table 62, pages 174-174a.

The Victoria Colonist was the only newspaper which rated "crime" news first in importance. In all other newspapers west of Quebec (apart from the Winnipeg Free Press) "crime" news ranked second or third. The Three Rivers Nouvelliste rated "crime" news sixth in importance, the lowest rating in any newspaper. In other Quebec and Maritime papers the importance attached to news in this category varied from Montréal-Matin and the Montreal Star, where "crime" ranked second, to the Montreal Presse, where "crime" news ranked fifth.

"Miscellaneous" topics varied in importance from second place in the Hamilton Spectator to seventh in the Montreal Devoir and St. John's Telegram. In other papers this news category came third, fourth, fifth or sixth.

"Accident" news did not rank first or second in importance in any newspaper, but varied from third place in the Saskatoon Star-Phoenix, Toronto Star, Toronto Telegram and St. John's Telegram to seventh place in the Montreal Presse and Three Rivers Nouvelliste.

"Education" news ranked fifth, sixth or seventh in importance in all papers except the Montreal Devoir, where it ranked third, and in the London Free Press, the Windsor Star and the Montreal Presse, where it ranked fourth.

Some conclusions can be drawn from the importance certain newspapers gave to individual news categories. It has been shown that, while "education" and "entertainment" ranked very low in importance in most newspapers, these categories ranked rather higher in certain French-language newspapers. "Education" ranked higher in the Montreal Devoir and the Montreal Presse than in any other paper except the Windsor Star; while "entertainment" ranked higher in the Three Rivers Nouvelliste and the Montreal Devoir than in other papers. Conversely, "crime" news was given the lowest rating of all in two French language papers, the Three Rivers Nouvelliste, where it ranked sixth, and the Montreal Devoir, where it ranked fifth. All French language papers gave a very high rating to sports news.

If the Ottawa Droit were included on this occasion for purposes of comparison with other French language papers, certain similarities in emphasis would be observed. "Education" ranked third in the Ottawa Droit, "crime" ranked fifth, and "sports" news second.⁶

Our study showed that the three provinces which received the greatest overall news coverage in 1965, Quebec, Ontario and British Columbia, all ranked high in each category of news content.⁷ However, in certain categories, an outstanding amount of news was published about one of them in particular.

6. Table 62, pages 174-174a.

7. Tables 59 and 60, pages 152 and 153.

Quebec ranked first in "political-social-economic" and "crime" news, and in both these categories considerably more news was published about Quebec than about any other province.

In other categories, Quebec ranked second, third or fourth.

Ontario ranked first in "education", "sports" and "entertainment" news, and in the "education" and "sports" categories, considerably more news was published about Ontario than about any other province.

In other categories, Ontario ranked second.

British Columbia ranked first in "accident" and "miscellaneous" news, and in both these categories, considerably more news was published about British Columbia than about any other province.

In other categories, British Columbia ranked third, fourth or fifth.

The following table rates each province according to the amount of news in each category published by all the newspaper under study (with the exception of the Ottawa Droit). It can be seen from a comparison with Table 1, page 22, that a relation exists between each provinces rating and its overall coverage.

TABLE 59 The average amount of information* (in the column inches) in the different news categories concerning each province as published in the newspapers^x under study January 1 - March 31, 1965.

	Polit. social - economic	Edu- cation	Crime	Acci- dents	Sports	Enter- tainment	Miscel- laneous
	Column inches	Column inches	Column inches	Column inches	Column inches	Column inches	Column inches
British Columbia	132.1	6.9	39.3	47.8	16.6	8.5	52.7
Alberta	71.5	10.7	25.0	6.6	16.8	2.3	11.6
Sask.	61.3	3.0	9.1	2.0	10.8	1.4	4.8
Manitoba	30.6	5.0	8.1	4.1	8.0	2.4	8.8
Ontario	152.8	42.5	68.2	27.1	138.1	24.5	31.5
Quebec	289.8	16.1	100.9	8.4	85.6	16.5	19.0
New Brunswick	23.5	1.6	7.5	1.4	3.3	1.3	6.7
Nova Scotia	28.8	2.3	4.6	18.0	3.1	3.1	10.0
Newfound- land	29.6	11.2	4.1	3.5	2.3	0.5	0.4
Prince Edward Island	10.2	0.1	0.3	6.7	4.8	0.9	4.1
Yukon and Northwest Territories	13.8	0.2	1.0	0.5	0.5	0.0	1.7

* Excluding the Ottawa Droit

^x Newspapers published within each province were excluded from consideration of that province.

TABLE 60 The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of information* about each of them, published in the newspapers^x under study January 1 - March 31, 1965.

	Polit. social econ.	Edu- cation	Crime	Acci- dents	Sports	Enter- tainment	Miscel- laneous
British Columbia	3	5	3	1	4	3	1
Alberta	4	4	4	6	3	6	4
Sask.	5	7	5	9	5	7	8
Manitoba	6	6	6	7	6	5	6
Ontario	2	1	2	2	1	1	2
Quebec	1	2	1	4	2	2	3
New Brunswick	9	9	7	10	8	8	7
Nova Scotia	8	8	8	3	9	4	5
Newfound- land	7	3	9	8	10	10	11
Prince Edward Island	11	11	11	5	7	9	9
Yukon and Northwest Territories	10	10	10	11	11	11	10

* Excluding the Ottawa Droit

^x Newspapers published within each province were excluded from consideration of that province.

1. "Political-social-economic" news⁸

Table 58 showed that "political-social-economic" news accounted for 46.6% of all news published in the 1965 papers, and Table 59 revealed that an outstanding amount of the news in this category concerned Quebec.

Every paper published some news in this category about Quebec and about Ontario, and all but one, the Sherbrooke Tribune, published some about British Columbia.

There were gaps in the coverage of all Maritime provinces, and it appeared that considerably less "political-social-economic" news was published about the Maritimes than about other parts of the country.

Our study showed that all western papers, except the Vancouver Times, the Calgary Herald and the Regina Leader-Post published more "political-social-economic" news about Quebec than about any other province. Of the four Maritime papers studied, the St. John Telegraph-Journal, the Sydney Cape Breton Post and the Halifax Chronicle-Herald printed more news in this category about Quebec than about any other province.

The Vancouver Times, the Regina Leader-Post and the St. John's Telegram were the only papers which printed more news in this category about Ontario than about any other province.

8. Table 63, pages 175-175a-175b.

In Ontario papers other than the Toronto Telegram, Quebec accounted for a higher percentage of "political-social-economic" news than any other province. Amounts ranged from 31% in the Hamilton Spectator and the Toronto Telegram to 61% in the Windsor Star. Quebec accounted for between 50% - 60% of news in this category in the Toronto Star, London Free Press, Kitchener-Waterloo Record and the Ottawa Journal.

In Quebec newspapers, Ontario accounted for a higher percentage of "political-social-economic" news than any other province. Amounts ranged from 31% in the Montreal Star to 72% in Montréal-Matin. Ontario accounted for between 60% and 70% of the news in this category in the Montreal Devoir, Sherbrooke Tribune and Three Rivers Nouvelliste. Quebec newspapers devoted a higher percentage of their "political-social-economic" news to Ontario than Ontario did to Quebec. Ontario papers printed more news in this category about British Columbia and other western provinces than Quebec papers did.

Ontario papers published considerably more "political-social-economic" news than Quebec papers did:

<u>Ontario</u> (excluding Le Droit)	<u>Column</u> <u>inches</u>	<u>Quebec</u>	<u>column</u> <u>inches</u>
Toronto Globe and Mail	1411	Montreal La Presse	1002
Toronto Star	1085	Montreal Gazette	664
Hamilton Spectator	846	Quebec Le Soleil	422
Kitchener-Waterloo Record	823	Three Rivers Le Nouvelliste	346
London Free Press	773	Montreal Star	339
Windsor Star	667	Montreal Le Devoir	314
Toronto Telegram	645	Sherbrooke La Tribune	267
Ottawa Journal	540	Montréal-Matin	104
	6,790		3,458

Eight papers published over 1,000" of news in this category:

	<u>Column inches</u>
Regina Leader-Post	1654
Calgary Herald	1500
Toronto Globe and Mail	1411
Sydney Cape Breton Post	1226
Saskatoon Star-Phoenix	1119
Winnipeg Tribune	1111
Toronto Star	1085
Montreal La Presse	1002

Only two newspapers published under 200" of news in this category: The Victoria Colonist (196") and Montréal-Matin (104").

2. "Sports" news⁹

Table 58 showed that "sports" news accounted for 14.5% of all news studied in the 1965 papers, and Table 59 revealed that an outstanding amount of this news concerned Ontario. Apart from Quebec, considerably less "sports" news was written about other provinces. The coverage of New Brunswick, Nova Scotia and Newfoundland was particularly small, adding up to a total of less than 100" in twenty-nine newspapers.

Every paper published some "sports" news about both Ontario and Quebec. All except the Victoria Colonist, Calgary Herald, Edmonton Journal and Halifax Chronicle-Herald printed more news about "sports" in Ontario than in Quebec.

Every paper except the London Free Press, Three Rivers Nouvelliste, St. John Telegraph-Journal and Halifax Chronicle-Herald published some news in this category about Alberta; and "sports" news about British Columbia appeared in all papers except the Toronto Telegram, London Free Press, Montreal Star and St. John's Telegram.

9. Table 67, pages 179-179a-179b.

Coverage of "sports" in the Maritime provinces was extremely low in papers published outside the region. British Columbia papers published no "sports" news about any Maritime province, and neither did the Winnipeg Tribune, London Free Press, Kitchener-Waterloo Record, Montreal Devoir, Montréal-Matin and Sherbrooke Tribune.

It was noticeable that Quebec papers, as a group, published considerably more "sports" news than Ontario papers did:

<u>Quebec</u>	<u>Column inches</u>	<u>Ontario</u> (excluding Le Droit)	<u>Column inches</u>
Montreal La Presse	462	Ottawa Journal	218
Montréal-Matin	423	London Free Press	181
Montreal Gazette	330	Toronto Globe and Mail	165
Quebec Le Soleil	222	Windsor Star	127
Montreal Le Devoir	220	Toronto Star	125
Sherbrooke La Tribune	129	Kitchener-Waterloo Record	95
Montreal Star	116	Hamilton Spectator	61
Three Rivers J.		Toronto Telegram	57
Le Nouvelliste	112		
	<u>2,014</u>		<u>1,029</u>

But while Ontario and Quebec papers differed in the amounts of "sports" news published, each devoted a comparable proportion of this news to the other's province. In every Ontario papers except the Hamilton Spectator, Quebec accounted for between 74% and 99% of all "sports" news. In every Quebec paper except the Three Rivers Nouvelliste, Ontario accounted for between 73% and 95% of all "sports" news.

Six papers published between 200" and 250" of "sports" news: the Winnipeg Tribune, Ottawa Journal, Montreal Devoir, Quebec Soleil, St. John Telegraph-Journal and St. John's Telegram. But in seven other papers the amounts were greater:

	<u>Column inches</u>
Regina Leader-Post	708
Montreal La Presse	462
Winnipeg Free Press	431
Montréal-Matin	423
Sydney Cape Breton Post	352
Montreal Gazette	330
Halifax Chronicle-Herald	308

Four papers published under 100" of "sports" news:

	<u>Column inches</u>
Kitchener-Waterloo Record	95
Victoria Colonist	71
Hamilton Spectator	61
Toronto Telegram	57

Three of these papers were from Ontario.

3. "Crime" news¹⁰

Table 88 showed that "crime" accounted for 13.8% of all news studied in the 1965 papers, and Table 89(a) revealed that an outstanding amount of this news concerned Quebec. While "crime" in Ontario and British Columbia was widely reported, comparatively small amounts of news in this category concerned three of the four Maritime provinces, Nova Scotia, Newfoundland and Prince Edward Island - the latter in particular.

Despite the fact that, in the total amount of "crime" news, Quebec outweighed Ontario, it was interesting to find that the responsibility for this fact lay with the Ontario papers. Taking the western papers as a group, they published more "crime" news about Ontario (786") than about Quebec (702"). The four Maritime

10. Table 65, pages 177-177a-177b.

papers also published more "crime" news about Ontario (215") than about Quebec (203"). It was the large amount of Quebec "crime" news published by Ontario papers which significantly affected the the total amount of Quebec "crime" news. Two Ontario papers, the Toronto Globe and Mail and the London Free Press, published over 200" of Quebec "crime" news, and three others, the Ottawa Journal, Toronto Star and Kitchener-Waterloo Record published between 150" and 200". The Toronto Telegram was the only paper with under 100" of Quebec "crime" news.

By comparison, the only Quebec paper which published more than 100" on "crime" in Ontario was the Montreal Gazette (108"), and the Montreal Devoir, Sherbrooke Tribune and Three Rivers Nouvelliste all published less than 50".

Quebec newspapers as a group printed less "crime" news than Ontario papers did:

<u>Quebec</u>	<u>Column inches</u>	<u>Ontario (excluding Le Droit)</u>	<u>column inches</u>
Montreal Gazette	161	Toronto Star	390
Montreal Star	132	Toronto Globe and Mail	380
Montreal La Presse	123	London Free Press	345
Montréal-Matin	105	Windsor Star	261
Quebec Le Soleil	97	Kitchener-Waterloo Record	261
Sherbrooke La Tribune	54	Ottawa Journal	238
Montreal Le Devoir	44	Hamilton Spectator	206
Three Rivers		Toronto Telegram	144
Le Nouvelliste	<u>14</u>		
	730		<u>2,225</u>

Every paper carried some "crime" news about both Quebec and Ontario, and all but two, the Halifax Chronicle-Herald and the St. John's Telegram, printed some news in this category about British Columbia.

It has been pointed out that comparatively little "crime" news was published about the Maritime provinces. The nine western papers studied published a total of 28" concerning "crime" in the Maritimes. The Vancouver Times, the Edmonton Journal and the Saskatoon Star-Phoenix published none at all. Quebec newspapers, which printed comparatively small amounts of "crime" news, published a total of 20" between them on "crime" in the Maritimes. There was none at all in the Montreal Star, Montreal Gazette, Quebec Soleil, Sherbrooke Tribune and Three Rivers Nouvelliste. Ontario papers, by contrast, printed 227" about "crime" in the Maritimes.

Although western papers carried a small amount of Maritime "crime" news, their total coverage of "crime" was high. The Vancouver Times, with 166", had the smallest "crime" coverage of any western paper. Of the seven papers which published more than 300" of "crime" news, four were western :

Column inches

Regina Leader Post	408
Toronto Star	390
Toronto Globe and Mail	380
London Free Press	345
Saskatoon Star-Phoenix	336
Winnipeg Tribune	319
Calgary Herald	317
Sydney Cape Breton Post	307

Six papers published under 100" of "crime" news, and they were all Quebec or Maritime papers:

Column inches

Quebec Le Soleil	97
Halifax Chronicle-Herald	96
St. John's Telegram	79
Sherbrooke La Tribune	54
Montreal Le Devoir	44
Three Rivers Le Nouvelliste	14

4. "Miscellaneous" news¹¹

Table 88 showed that the topics grouped together under the "miscellaneous" heading accounted for 9.6% of all news studied in the 1965 papers, and Table 89(a) revealed that an outstanding amount of this news concerned British Columbia.

Although the greatest amount of "miscellaneous" news concerned British Columbia, four papers printed none about this province: the Montreal Devoir, Montréal-Matin, Sherbrooke Tribune and St. John's Telegram. Every paper published some "miscellaneous" news about Ontario, and all but two, the Edmonton Journal and the St. John's Telegram, printed some about Quebec. Every paper except the Vancouver Sun and the Vancouver Times published more news in this category about Ontario than about Quebec.

In Quebec papers, Ontario accounted for between 45% (in the Montreal Devoir) and 86% (in the Three Rivers Nouvelliste) of all "miscellaneous" news, except in the Montreal Star, where Ontario accounted for 23%. In Ontario papers, Quebec accounted for rather lesser amounts, ranging from 2% in the Kitchener-Waterloo Record to 55% in the Toronto Telegram. In the Toronto Globe and Mail, London Free Press, Hamilton Spectator and Windsor Star, Quebec accounted for under 20% of news in this category.

Ontario papers published more "miscellaneous" news than Quebec papers did. The total amounts were 1175" and 824", respectively.

11. Table 69, pages 181-181a-181b.

In Ontario papers, British Columbia accounted for substantial amounts of "miscellaneous" news, ranging from 29% in the Kitchener-Waterloo Record to 58% in the Toronto Globe and Mail. In Quebec papers, amounts concerning British Columbia varied widely, from 5% in the Three Rivers Nouvelliste to 57% in the Montreal Star, and in Maritime papers from 0% in the St. John's Telegram to 69% in the Sydney Cape Breton Post.

While no paper was completely lacking in "miscellaneous" news of the Maritime provinces, only the Winnipeg Tribune among western papers carried more than 6" about one of these provinces, and amounts were small in Quebec papers, except the Montreal Presse and Montreal Gazette. There was no "miscellaneous" news of New Brunswick in Montréal-Matin, the Montreal Star, Quebec Soleil, Sherbrooke Tribune, and Three Rivers Nouvelliste.

Three papers which published no "miscellaneous" news about any western province were the Montreal Devoir, Montréal-Matin and the St. John's Telegram. The St. John Telegraph-Journal published only 1" of "miscellaneous" news about the west, and it concerned British Columbia.

Only one newspaper, the Winnipeg Free Press, published more than 300" of "miscellaneous" copy, but seven others published over 200":

	<u>Column inches</u>
Winnipeg Free Press	331
Montreal Gazette	279
Hamilton Spectator	272
Montreal La Presse	253
Sydney Cape Breton Post	235
Calgary Herald	229
Halifax Chronicle-Herald	227
Regina Leader-Post	216

It was interesting to find that only one Ontario and one Quebec paper were among this group of eight.

In the following three papers, the total of "miscellaneous" news amounted to under 50": Montréal-Matin (45"), the St. John's Telegram (24") and the Victoria Colonist (30").

5. "Accident" news¹²

Table 88 showed that news about "accidents and natural disasters" accounted for 7.0% of all news studied in the 1965 papers, and Table 89(a) revealed that an outstanding amount of this news concerned British Columbia, almost twice the average amount published about Ontario, the province which ranked second.

While "accident" news about British Columbia exceeded that about any other province, three Quebec newspapers, the Montreal Presse, Montréal-Matin and Three Rivers Nouvelliste, printed nothing about "accidents" in British Columbia. Ontario was the only province which featured in every paper's "accident" coverage. In the case of Nova Scotia, the province which ranked third in amount, "accidents" were reported in all papers except the Toronto Globe and Mail and the Ottawa Journal.

12. Table 66, pages 178-178a-178b.

Although "accident" news about Quebec amounted to less than half the average published about Nova Scotia, only two papers published no Quebec "accident" news, and both were western: the Vancouver Times and the Edmonton Journal.

It was noticeable that no French-language paper published any "accident" news about Alberta, Saskatchewan or Manitoba, while the Montreal Star printed small amounts about Alberta and Manitoba and the Montreal Gazette carried "accident" stories about all three provinces. While all Quebec papers printed some news of "accidents" in Nova Scotia, only the Montreal Gazette carried news of "accidents" in New Brunswick, and Montréal-Matin was the only Quebec paper which covered "accidents" in Newfoundland and Prince Edward Island.

In Quebec papers, Ontario accounted for between 10% (the Montreal Devoir) and 43% (Montréal-Matin) of all "accident" news, whereas in Ontario papers Quebec accounted for between 6% (Toronto Star) and 25% (Toronto Globe and Mail). British Columbia accounted for rather higher percentages of "accident" news in Ontario papers than in Quebec papers.

It was apparent that Quebec papers carried comparatively smaller amounts of "accident" news than Ontario papers. The 142" published by the Montreal Gazette was the highest amount in a Quebec paper. All the others published less than 100", and

the Montreal Devoir, Three Rivers Nouvelliste and Montreal Press all carried less than 20". Of the nine Ontario papers, however, seven published over 100" of "accident" news (the Toronto Star printed the most, with 152"), and of the remaining two, the London Free Press carried 98" and the Ottawa Journal 69".

Only three papers published over 200" of "accident" news:

	<u>Column inches</u>
Regina Leader-Post	276
Winnipeg Free Press	247
Sydney Cape Breton Post	203

Five newspapers published under 50" of news in this category:

	<u>Column inches</u>
Victoria Colonist	38
Vancouver Times	35
Montreal La Presse	21
Montreal Le Devoir	19
Three Rivers Le Nouvelliste	15

6.) "Education" news¹³

Table 88 showed that "education" accounted for 5.3% of all news studied in the 1965 papers, and Table 89(a) revealed that an outstanding amount of this news concerned Ontario, between two and three times the average amount published about Quebec, the province which ranked second. Table 89(a) also shows that considerably more was written about "education" in the western provinces than about the Maritimes, with the notable exception of Newfoundland. Very little indeed was written about "education" in Nova Scotia, New Brunswick and Prince Edward Island.

¹³ Table 64, pages 176-176a-176b.

Every paper published some news about "education" in Ontario, but two Quebec French-language papers published considerably more than other papers did. The Montreal Devoir published 195", and the Montreal Presse 185", while the next highest amount was 73" in the Winnipeg Free Press.

News about "education" in Quebec did not appear in any British Columbia or Alberta paper, or in the Toronto Star. The largest amount published about Quebec "education" was 72" in the London Free Press.

Every western and Maritime paper, except the Halifax Chronicle-Herald and the St. John's Telegram, published more news about "education in Ontario than in Quebec.

Although Newfoundland ranked third in the amount of "education" news published, eleven papers published no news in this category about Newfoundland. Four of these papers were western, five were from Quebec and the others were the Toronto Telegram and the St. John Telegraph-Journal.

Five papers which published nothing about "education" in any Maritime province were the Edmonton Journal, Saskatoon Star-Phoenix, Toronto Telegram, Sherbrooke Tribune and Three Rivers Nouvelliste. A sixth paper, the Newfoundland St. John's Telegram, published nothing about "education" in neighboring Maritime provinces. Only

one paper published any news of "education" in Prince Edward Island, and that was the Vancouver Sun, with 2". Quebec newspapers published very little about "education" in the Maritimes. The Montreal Presse (3") and the Quebec Soleil (2") were the only Quebec papers which mentioned New Brunswick in this connection, and the Montreal Gazette and Quebec Soleil were alone among Quebec papers in their coverage of Newfoundland.

In all Quebec papers, (except Montréal-Matin) Ontario accounted for a high percentage of "education" news: 96% in the Montreal Devoir, 84% in the Montreal Presse, 63% in the Three Rivers Nouvelliste, and between 42% and 48% in the Montreal Star, Montreal Gazette, Sherbrooke Tribune and Three Rivers Nouvelliste. In Ontario papers, on the other hand, Quebec accounted for widely varying percentages of "education" news, from 0% in the Toronto Star to 82% in the Toronto Telegram.

There was slightly more "education" news in the Quebec papers as a group (670") than in the Ontario papers (645").

Only two papers among the 29 studied published over 200" of news in this category, and both were Quebec papers:

	<u>Column inches</u>
Montreal La Presse	220
Montreal Le Devoir	202

In these two cases, 185" in the Montreal Presse concerned Ontario, as did 195" in the Montreal Devoir.

There was a noticeable contrast between amounts in the two Montreal French language papers and their English language counterparts, the Montreal Star, which carried 84" of "education" news, and the Montreal Gazette which carried 43". But there was no clear division in this news category between English language and French language newspapers. Montréal-Matin, the Sherbrooke Tribune and Three Rivers Nouvelliste all published less than the Montreal Gazette.

Ten papers published under 50" on the subject of "education":

	<u>Column inches</u>
Victoria Colonist	48
Montreal Gazette	43
Edmonton Journal	39
Vancouver Sun	35
Toronto Telegram	34
Toronto Star	26
Sherbrooke La Tribune	24
Vancouver Times	20
Three Rivers Le Nouvelliste	19
Montréal-Matin	5

It can be seen that all three British Columbia papers are included in this group.

7. "Entertainment" news¹⁴

Table 88 showed that "entertainment" accounted for 3.2% of all news studied in the 1965 papers, and Table 89(a) revealed that more news in this category concerned Ontario than any other province. Considerably smaller amounts were written about other provinces, apart from Quebec and British Columbia.

14. Table 68, pages 180-180a-180b.

Every paper published some "entertainment" news about Ontario, and all but two, the Victoria Colonist and the Edmonton Journal, published some about Quebec. In every western and Maritime paper except the Vancouver Sun, Vancouver Times and Saskatoon Star Phoenix, more "entertainment" news was printed about Ontario than about Quebec.

There was no "entertainment" news about British Columbia, the province which ranked third in amount, in nine papers. Two were western, the Saskatoon Star-Phoenix and the Winnipeg Tribune, and the remaining seven were Quebec and Maritime papers.

The figures on the previous page indicated how little was written about "entertainment" in other provinces. The following newspapers published nothing in this category about a) the west and b) the Maritimes:

a) the western provinces

Victoria Colonist
Winnipeg Tribune
Montreal La Presse
Montreal Star
Sherbrooke La Tribune
St. John Telegraph-Journal
Halifax Chronicle-Herald

b) the Maritimes

Vancouver Sun
Vancouver Times
Victoria Colonist
Regina Leader-Post
Saskatoon Star-Phoenix
Winnipeg Tribune
Toronto Star
Toronto Telegram
Toronto Globe and Mail
Hamilton Spectator
Windsor Star
Kitchener-Waterloo Record
Montreal Le Devoir
Montréal-Matin
Montreal Star
Sherbrooke La Tribune
Three Rivers Le Nouvelliste

In Quebec papers, Ontario accounted for amounts of "entertainment" news varying from 18% in the Quebec Soleil to 100% in the Montreal Star. In the Montreal Presse, Montreal Devoir, Montréal-Matin, Montreal Star and Sherbrooke Tribune Ontario accounted for between 86% and 100%. In Ontario papers, Quebec accounted for amounts varying from 5% in the Toronto Globe and Mail to 91% in the Windsor Star. Apart from the latter paper, in only two others, the Toronto Telegram and the London Free Press, was Quebec responsible for more than 70% of news in this category.

Ontario newspapers published 368" of "entertainment" news, while Quebec papers published 319".

No paper under study published 200" or more about "entertainment", and only two published over 100":

	<u>Column inches</u>
Winnipeg Free Press	126
Regina Leader-Post	120

Five papers published under 25" of news in this category:

	<u>Column inches</u>
Edmonton Journal	22
Vancouver Sun	21
Vancouver Times	18
Montreal Star	6
Sherbrooke La Tribune	3
Victoria Colonist	1

It can be seen that all three British Columbia papers are included in this group.

Conclusions

This chapter has shown that, when the papers under study were examined as a group, they published more "political-social-economic" news than any other kind, followed by "sports", "crime", "miscellaneous", "accidents", "education" and "entertainment". A regional difference was apparent where "sports" and "crime" news are concerned: all but two of the papers published west of Quebec contained more "crime" news than "sports" news, while all but one Quebec paper, and all four Maritime papers contained more "sports" than "crime" news.

This chapter also showed that, in certain French-language papers, "education" and "entertainment" took up a larger part of total news coverage, and "crime" news a smaller part, than they did in other papers.

It appeared that, while Quebec, Ontario and British Columbia, the three provinces with the greatest overall coverage, ranked high in all news categories, considerably more "political-social-economic" and "crime" news was published about Quebec; outstanding amounts of "sports" and "education" news concerned Ontario, and British Columbia was foremost in "miscellaneous" and "accident" news.

Every paper published some news in each category about Ontario except Montréal-Matin which published no "education" news about Ontario. Quebec news was not quite so widely published. Although every paper contained some "political-social-economic", "sports", and "crime" news about Quebec, the Edmonton Journal and St. John's

Telegram published no "miscellaneous" news about this province, the British Columbia and Alberta papers, together with the Toronto Star, printed no "education" news, the Vancouver Times and Edmonton Journal no "accident" news, and the Victoria Colonist and Edmonton Journal no "entertainment" news. In the case of British Columbia, the province which ranked third in overall coverage, there were more omissions, mostly in the Quebec and Maritime press.

The Maritime provinces as a group received less news coverage than the western provinces. Both western papers and Quebec papers published little about the Maritimes. From the tables attached to this chapter, it appears that, although Ontario papers as a group published more about the Maritimes than other papers did, they still published more news about the west.

Some apparent difference between Ontario and Quebec papers were also revealed in this chapter. Quebec papers published considerably more "sports" news than Ontario papers did, and Ontario papers published considerably more "political-social-economic", "crime" and "accident" news than Quebec papers did. In part, of course, the explanation lies in the fact that Ontario papers as a group published more news about the various provinces than Quebec papers did.

The next chapter compares the 1965 papers to those published in 1960 and 1955.

TABLE 61 (1)

Percentage distribution¹ of the total information about the ten provinces, together with the Yukon and Northwest Territories, according to the amounts published in the various categories of news content in the newspapers under study January 1 - March 31, 1965.

	Total Column inches	Total inches %	Pol- soc- eco- %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	1296	100	46	3	19	9	15	2	6
Vancouver Times	802	100	36	2	21	4	21	2	14
Victoria Colonist	586	99	33	8	35	6	12	0	5
Edmonton Journal	1460	100	43	3	20	7	13	2	12
Calgary Herald	2539	100	59	4	12	6	7	3	9
Regina Leader-Post	3525	100	47	4	12	8	20	3	6
Saskatoon Star- Phoenix	1502	100	43	4	22	12	11	2	6
Winnipeg Tribune	2146	101	52	5	15	5	10	4	10
Winnipeg Free Press	2435	101	39	4	11	10	18	5	14
Toronto Star	1950	100	56	1	20	8	6	2	7
Toronto Telegram	1072	99	60	3	13	11	5	3	4
Toronto Globe and Mail	2318	100	61	4	16	4	7	2	6
London Free Press	1785	99	43	10	19	5	10	5	7
Hamilton Spectator	1614	99	52	3	13	7	4	2	18

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 61 (2)

	Total Column inches	Total %	Pol. soc. eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	1543	99	43	10	17	6	8	3	12
Kitchener- Waterloo Record	1557	101	53	4	17	8	6	3	10
Ottawa Journal	1292	99	42	5	18	5	17	4	8
Ottawa Le Droit	11546	101	41	9	6	5	27	5	8
Montreal La Presse	2116	100	47	10	6	1	22	2	12
Montreal Le Devoir	833	99	38	24	5	2	26	3	1
Montreal- Matin	774	101	13	1	14	7	55	5	6
Montreal Star	865	100	39	10	15	10	13	1	12
Montreal Gazette	1656	100	40	3	10	9	19	2	17
Quebec Le Soleil	1189	100	36	6	8	8	19	7	16
Sherbrooke La Tribune	628	101	43	4	9	8	21	0	16
Three Rivers Le Nouvelliste	694	100	50	3	2	2	16	13	14
St. John Telegraph Journal	1135	100	40	5	17	8	20	4	6
Sydney Cape-Breton Post	2560	100	48	7	12	8	14	2	9
Halifax Chronicle- Herald	1808	100	54	3	5	5	17	3	13
St. John's Telegram	1307	100	38	7	8	15	23	7	2

TABLE 62 (1)

Categories of news content rated according to the amount of information in each category published in the newspapers under study January 1 - March 31, 1965.

	Political Social Economic	Edu- cation	Crime	Acci- dents	Sports	Enter- tainment	Miscel- laneous
Vancouver Sun	1	6	2	4	3	7	5
Vancouver Times	1	6	2	5	3	7	4
Victoria Colonist	2	5	1	4	3	7	6
Edmonton Journal	1	6	2	5	3	7	4
Calgary Herald	1	6	2	5	4	7	3
Regina Leader-Post	1	6	3	4	2	7	5
Saskatoon Star-Phoenix	1	6	2	3	4	7	5
Winnipeg Tribune	1	5	2	6	3	7	4
Winnipeg Free Press	1	7	4	5	2	6	3
Toronto Star	1	7	2	3	5	6	4
Toronto Telegram	1	6	2	3	4	7	5
Toronto Globe and Mail	1	6	2	5	3	7	4
London Free Press	1	4	2	6	3	7	5
Hamilton Spectator	1	6	3	4	5	7	2

Table 62 (2)

	Political Social Economic	Edu- cation	Crime	Acci- dents	Sports	Enter- tainment	Miscel- laneous
Windsor Star	1	4	2	6	5	7	3
Kitchener-Waterloo Record	1	6	2	4	5	7	3
Ottawa Journal	1	6	2	5	3	7	4
Ottawa Le Droit	1	3	5	6	2	7	4
Montreal La Presse	1	4	5	7	2	6	3
Montreal Le Devoir	1	3	4	6	2	5	7
Montréal-Matin	3	7	2	4	1	6	5
Montreal Star	1	6	2	5	3	7	4
Montreal Gazette	1	6	4	5	2	7	3
Quebec Le Soleil	1	7	4*	4*	2	6	3
Sherbrooke La Tribune	1	6	4	5	2	7	3
Three Rivers Le Nouvelliste	1	5	6	7	2	4	3
St. John Telegraph Journal	1	6	3	4	2	7	5
Sydney Cape-Breton Post	1	6	3	5	2	7	4
Halifax Chronicle- Herald	1	6	4	5	2	7	3
St. John's Telegram	1	5	4	3	2	6	7

* Le Soleil published equal amounts of news in the 'crime' and 'accidents' categories.

TABLE 63 (1)

Percentage distribution of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1965 in the news categories entitled:

Political-social-economic

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Vancouver Sun %	598 100	-	16	4	5	26	30	1	0	1	0	17
Vancouver Times %	283 100	-	18	9	0	48	23	0	1	1	0	0
Victoria Colonist %	196 100	-	13	3	2	21	49	0	0	0	0	12
Edmonton Journal %	630 100	27	-	12	4	10	41	0	1	0	0	5
Calgary Herald %	1500 100	33	-	20	7	11	25	1	0	0	0	3
Regina Leader- Post %	1654 99	22	17	-	12	24	18	0	1	2	0	3
Saskatoon Star- Phoenix %	652 99	22	17	-	5	17	30	0	3	2	0	3
Winnipeg Tribune %	1111 100	9	25	17	-	14	30	0	1	3	0	1
Winnipeg Free Press %	935 100	19	8	20	-	24	27	0	1	1	0	0
Toronto Star %	1085 100	13	17	8	2	-	51	2	0	2	2	3

Table 63 (2)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	N.B. %	NS, %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Toronto Telegram %	645 100	3	4	18	0	-	31	6	2	36	0	0
Toronto Globe and Mail %	1411 100	22	9	9	10	-	33	3	7	4	3	0
London Free Press %	773 100	17	14	8	5	-	50	1	3	2	0	0
Hamilton Spectator %	846 100	23	11	11	0	-	31	3	19	0	2	0
Windsor Star %	667 100	8	13	6	4	-	61	3	4	0	1	0
Kitchener- Waterloo Record %	823 100	23	1	9	6	-	58	1	2	0	0	0
Ottawa Journal %	540 100	20	8	3	6	-	58	1	1	2	0	1
Ottawa Le Droit %	4736 101	0	1	2	1	-	93	0	2	0	0	2
Montreal La Presse %	1002 100	22	7	9	1	51	-	4	1	3	1	1
Montreal Le Devoir %	314 100	13	2	9	1	69	-	2	0	4	0	0
Montréal- Matin %	104 100	11	0	0	0	72	-	14	0	3	0	0
Montreal Star %	339 100	23	3	9	5	31	-	3	10	10	2	4

Table 63 (3)

	Total Column inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
Montreal Gazette %	664 100	10	13	11	6	45	-	2	10	2	1	0
Quebec Le Soleil %	422 100	8	12	9	6	39	-	5	14	5	2	0
Sherbrooke La Tribune %	267 101	0	7	3	7	66	-	18	0	0	0	0
Three Rivers Le Nouvelliste %	346 100	12	0	6	0	61	-	1	12	8	0	0
St. John Telegraph Journal %	454 100	14	3	0	7	13	31	-	23	1	7	1
Sydney Cape-Breton Post %	1226 100	13	6	8	2	15	22	11	-	15	7	1
Halifax Chronicle- Herald %	977 100	9	1	3	1	10	46	17	-	7	5	1
St. John's Telegram %	389 99	5	0	3	1	41	28	2	11	-	1	7

176.

	Total Column inches	Education										
		BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT %
Vancouver Sun %	35 101	-	29	0	9	40	0	0	3	14	6	0
Vancouver Times %	20 100	-	60	0	20	5	0	0	0	15	0	0
Victoria Colonist %	48 100	-	0	0	0	83	0	0	17	0	0	0
Edmonton Journal %	39 100	8	-	20	5	59	0	0	0	0	0	8
Calgary Herald %	90 100	22	-	9	57	10	0	2	0	0	0	0
Regina Leader-Post %	143 100	6	15	-	8	39	13	0	4	15	0	0
Saskatoon Star-Phoenix %	61 100	0	20	-	58	15	11	0	0	0	0	0
Winnipeg Tribune %	115 100	0	0	3	-	52	23	0	0	22	0	0
Winnipeg Free Press %	109 100	4	0	0	-	67	9	9	0	11	0	0
Toronto Star %	26 100	0	0	0	38	-	0	0	0	62	0	0
Toronto Telegram %	34 100	18	0	0	0	-	82	0	0	0	0	0
Toronto Globe and Mail %	84 100	2	0	0	0	-	12	2	5	79	0	0

Table 64 (2)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT.
London Free Press %	171 100	35	8	0	3	-	42	0	0	12	0	0
Hamilton Spectator %	50 100	0	54	0	0	-	10	0	0	36	0	0
Windsor Star %	153 100	9	69	0	0	-	14	0	0	8	0	0
Kitchener- Waterloo Record %	64 101	0	13	39	2	-	22	0	0	25	0	0
Ottawa Journal %	63 100	3	0	0	3	-	59	0	11	24	0	0
Ottawa Le Droit %	990 100	0		0	0	-	96	0	0	1	0	0
Montreal La Presse %	220 100	0	6	0	2	84	-	1	0	7	0	0
Montreal Le Devoir %	202 100	0	3	0	0	96	-	0	1	0	0	0
Montréal- Matin %	5 100	0	0	0	0	0	-	0	100	0	0	0
Montreal Star %	84 100	7	7	23	0	48	-	0	15	0	0	0
Montreal Gazette %	43 100	0	21	0	0	47	-	0	9	23	0	0
Québec Le Soleil %	73 100	0	26	0	7	45	-	3	0	19	0	0

Table 64 (3)

	Total Column inches	BC, %	Alta %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS %	Nfld %	PEI %	Yukon NWT, %
Sherbrooke La Tribune %	24 100	0	0	0	58	42	-	0	0	0	0	0
Three Rivers Le Nouvelliste %	19 100	37	0	0	0	63	-	0	0	0	0	0
St. John Telegraph Journal %	62 100	39	0	0	0	31	8	-	22	0	0	0
Sydney Cape-Breton Post %	184 100	7	8	10	1	38	16	3	-	17	0	0
Halifax Chronicle- Herald %	57 101	2	16	0	0	7	18	35	-	23	0	0
St. John's Telegram %	77 100	13	4	0	0	26	57	0	0	-	0	0

TABLE 65 (1)

Crime

	Total Column inches	BC. %	Alta %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI %	Yukon NWT. %
Vancouver Sun %	244 100	-	12	5	3	50	30	0	0	0	0	0
Vancouver Times %	166 100	-	13	1	1	64	18	0	0	0	0	3
Victoria Colonist %	202 100	-	16	1	4	29	49	0	0	1	0	0
Edmonton Journal %	295 100	21	-	9	1	32	33	0	0	0	0	4
Calgary Herald %	317 100	24	-	9	34	20	12	1	0	0	0	0
Regina Leader- Post %	408 100	22	29	-	7	26	16	0	0	0	0	0
Saskatoon Star- Phoenix %	336 100	21	28	-	1	23	27	0	0	0	0	0
Winnipeg Tribune %	319 100	12	9	4	-	27	42	6	0	0	0	0
Winnipeg Free Press %	256 100	13	16	10	-	29	29	0	0	0	1	2
Toronto Star %	390 100	9	7	16	1	-	42	8	17	0	0	0
Toronto Telegram %	144 100	12	18	9	0	-	47	14	0	0	0	0
Toronto Globe and Mail %	380 100	14	16	8	3	-	54	0	4	1	0	0

Table 65 (2)

	Total Column inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
London Free Press %	345 100	22	12	3	1	-	60	0	1	0	0	1
Hamilton Spectator %	206 100	25	4	0	1	-	58	9	1	2	0	0
Windsor Star %	261 100	30	17	0	2	-	45	4	2	0	0	0
Kitchener- Waterloo Record %	261 100	20	4	1	0	-	65	8	1	0	1	0
Ottawa Journal %	238 100	18	3	0	0	-	69	8	2	0	0	0
Ottawa Le Droit %	717 100	4	2	0	1	-	92	1	0	0	0	0
Montreal La Presse %	123 100	21	10	0	4	62	-	3	0	0	0	0
Montreal Le Devoir %	44 101	14	14	7	0	55	-	11	0	0	0	0
Montréal- Matin %	105 100	25	7	0	0	57	-	2	0	6	3	0
Montreal Star %	132 100	34	20	0	4	42	-	0	0	0	0	0
Montreal Gazette %	161 100	20	6	0	7	67	-	0	0	0	0	0
Quebec Le Soleil %	97 100	16	12	0	8	64	-	0	0	0	0	0

Table 65 (3)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEL. %	Yukon NWT %
Sherbrooke La Tribune %	54 100	13	15	0	0	72	-	0	0	0	0	0
Three Rivers Le Nouveliste %	14 100	57	0	0	0	43	-	0	0	0	0	0
St. John Telegraph Journal %	198 100	17	0	6	0	23	35	-	11	8	0	0
Sydney Cape-Breton Post %	307 99	9	0	0	0	45	17	11	-	17	0	0
Halifax Chronicle- Herald %	96	0	0	0	0	7	50	14	-	29	0	0
St. John's Telegram %	79 100	0	5	0	4	32	40	13	6	-	0	0

TABLE 66 (1)

Accidents

	Total Column inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
Vancouver Sun %	118 100	-	14	1	1	71	4	0	5	4	0	0
Vancouver Times %	35 100	-	46	0	11	17	0	0	23	0	3	0
Victoria Colonist %	38 99	-	34	0	0	50	5	0	5	0	5	0
Edmonton Journal %	106 101	37	-	3	7	44	0	0	5	0	0	5
Calgary Herald %	151 101	52	-	3	7	33	1	0	4	0	1	0
Regina Leader- Post %	276 100	45	10	-	3	27	1	0	11	1	2	0
Saskatoon Star- Phoenix %	176 101	65	6	-	11	11	2	0	6	0	0	0
Winnipeg Tribune %	102 101	42	6	4	-	18	10	0	10	6	1	4
Winnipeg Free Press %	247 100	33	10	10	-	25	2	0	14	4	0	2
Toronto Star %	152	75	3	0	1	-	6	0	5	10	0	0
Toronto Telegram %	119 99	65	0	0	0	-	11	2	17	2	2	0
Toronto Globe and Mail %	100 100	49	12	4	3	-	25	7	0	0	0	0

Table 66 (2)

	Total Column inches	BC, %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI, %	Yukon NWT, %
London Free Press %	98 99	70	0	0	0	-	12	5	3	4	5	0
Hamilton Spectator %	120 100	29	6	4	0	-	16	0	32	13	0	0
Windsor Star %	100 100	42	3	0	5	-	10	0	38	0	2	0
Kitchener- Waterloo Record %	121 99	61	12	1	4	-	7	0	2	0	12	0
Ottawa Journal %	69 99	67	16	1	7	-	7	0	0	0	1	0
Ottawa Le Droit %	520 100	7	0	0	0	-	85	0	8	0	0	0
Montreal La Presse %	21 100	0	0	0	0	38	-	0	62	0	0	0
Montreal Le Devoir %	19 99	10	0	0	0	10	-	0	79	0	0	0
Montréal- Matin %	56 100	0	0	0	0	43	-	0	36	14	7	0
Montreal Star %	88 100	43	5	0	3	34	-	0	15	0	0	0
Montreal Gazette %	142 100	48	1	4	9	22	-	1	15	0	0	0
Quebec Le Soleil %	97 100	51	0	0	0	19	-	0	30	0	0	0

Table 67 (2)

	Total Column inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEL, %	Yukon NWT, %
Toronto Telegram %	57 100	0	4	0	0	-	91	0	5	0	0	0
Toronto Globe and Mail %	165 100	11	1	0	2	-	81	0	5	0	0	0
London Free Press %	181 100	0	0	0	1	-	99	0	0	0	0	0
Hamilton Spectator %	61 100	26	3	0	20	-	46	0	5	0	0	0
Windsor Star %	127 100	3	1	4	5	-	87	0	0	0	0	0
Kitchener- Waterloo Record %	95 100	21	2	2	0	-	75	0	0	0	0	0
Ottawa Journal %	218 100	1	4	1	0	-	88	3	0	3	0	0
Ottawa Le Droit %	3174 99	1	0	0	0	-	96	0	2	0	0	0
Montreal La Presse %	462 100	1	0	1	0	95	-	0	3	0	0	0
Montreal Le Devoir %	220 100	6	3	0	0	91	-	0	0	0	0	0
Montréal- Matin %	423 100	3	1	0	1	95	-	0	0	0	0	0
Montreal Star %	116 100	0	19	3	0	77	-	0	1	0	0	0

Table 67 (3)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	N.S. %	Nfld. %	PEI, %	Yukon NWT. %
Montreal Gazette %	330 100	6	3	6	11	73	-	0	1	1	0	0
Quebec Le Soleil %	222 100	16	7	0	0	73	-	0	3	1	0	0
Sherbrooke La Tribune %	129 100	6	12	0	1	81	-	0	0	0	0	0
Three Rivers Le Nouvelliste %	112 100	5	0	0	0	65	-	0	0	30	0	0
St. John Telegraph Journal %	225 100	1	0	0	0	42	37	-	11	1	8	0
Sydney Cape-Breton Post %	352 100	9	4	0	4	40	30	10	-	2	1	0
Halifax Chronicle- Herald %	308 100	9	0	0	1	19	26	15	-	2	28	0
St. John's Telegram %	238 101	0	6	2	6	50	31	0	6	-	0	0

TABLE 68 (1)

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Percentage distribution of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1965 in the news categories entitled: Entertainment

	Total Column inches	BC %	Alta %	Sask %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Vancouver Sun %	21 100	-	10	0	0	10	80	0	0	0	0	0
Vancouver Times %	18 100	-	11	0	28	22	39	0	0	0	0	0
Victoria Colonist %	1 100	-	0	0	0	100	0	0	0	0	0	0
Edmonton Journal %	22 100	18	-	0	0	14	0	0	0	0	68	0
Calgary Herald %	71 100	32	-	0	0	54	1	10	3	0	0	0
Regina Leader- Post %	120 100	5	1	-	15	49	29	0	0	0	0	1
Saskatoon Star- Phoenix %	36 100	0	0	-	3	22	75	0	0	0	0	0
Winnipeg Tribune %	80 100	0	0	0	-	76	24	0	0	0	0	0
Winnipeg Free Press %	126 100	3	2	8	-	56	5	0	2	10	0	14
Toronto Star %	30 100	33	0	0	0	-	67	0	0	0	0	0

Table 68 (2)

	Total Column inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
Toronto Telegram %	28 100	14	0	0	11	-	75	0	0	0	0	0
Toronto Globe and Mail %	37 99	46	0	43	0	-	5	0	0	0	0	5
London Free Press %	88 100	9	0	11	0	-	74	4	2	0	0	0
Hamilton Spectator %	39 100	77	0	0	0	-	23	0	0	0	0	0
Windsor Star %	44 100	9	0	0	0	-	91	0	0	0	0	0
Kitchener- Waterloo Record %	45 100	69	0	0	0	-	31	0	0	0	0	0
Ottawa Journal %	57 100	45	9	0	0	-	44	0	0	2	0	0
Ottawa Le Droit %	534 100	2	0	0	0	-	98	0	0	0	0	0
Montreal La Presse %	35 100	0	0	0	0	86	-	0	14	0	0	0
Montreal Le Devoir %	25 100	8	0	0	0	92	-	0	0	0	0	0
Montréal- Matin %	36 100	0	8	0	0	92	-	0	0	0	0	0
Montreal Star %	6 100	0	0	0	0	100	-	0	0	0	0	0

Table 68 (3)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
Montreal Gazette %	37 100	0	3	0	0	51	-	11	35	0	0	0
Quebec Le Soleil %	85 100	33	0	0	43	18	-	0	6	0	0	0
Sherbrooke La Tribune %	3 100	0	0	0	0	100	-	0	0	0	0	0
Three Rivers Le Nouvelliste %	92 100	11	47	0	0	42	-	0	0	0	0	0
St. John Telegraph Journal %	44 100	0	0	0	0	43	27	-	30	0	0	0
Sydney Cape-Breton Post %	53 100	6	0	0	0	59	26	9	-	0	0	0
Halifax Chronicle- Herald %	56 100	0	0	0	0	62	4	16	-	0	18	0
St. John's Telegram %	76 100	15	1	0	0	19	1	9	55	-	0	0

TABLE 69 (1)

Percentage distribution of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1965, in the news categories entitled: Miscellaneous

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT. %
Vancouver Sun %	81 99	-	3	1	1	43	49	0	0	1	1	0
Vancouver Times %	115 101	-	21	3	0	22	53	0	2	0	0	0
Victoria Colonist %	30 100	-	20	0	3	47	23	0	0	0	7	0
Edmonton Journal %	176 100	68	-	0	18	12	0	1	1	0	0	0
Calgary Herald %	229 100	38	-	1	30	17	5	0	3	0	2	4
Regina Leader- Post %	216 100	43	18	-	8	29	1	0	1	0	0	0
Saskatoon Star- Phoenix %	83 100	43	5	-	29	15	7	0	0	0	1	0
Winnipeg Tribune %	205 100	24	33	0	-	28	1	0	9	0	0	5
Winnipeg Free Press %	331 100	37	9	6	-	37	10	0	1	0	0	0
Toronto Star %	142 100	34	4	1	0	-	55	1	5	0	0	0

Table 69 (2)

	Total Column inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT %
Toronto Telegram %	45 99	40	4	4	2	-	36	0	13	0	0	0
Toronto Globe and Mail %	141 100	58	7	0	13	-	13	0	5	0	0	4
London Free Press %	129 100	45	2	2	0	-	5	0	45	1	0	0
Hamilton Spectator %	292 99	49	7	4	3	-	11	20	6	0	0	0
Windsor Star %	191 100	44	4	18	11	-	4	6	8	0	0	5
Kitchener- Waterloo Record %	148 100	29	3	20	11	-	2	1	33	0	0	1
Ottawa Journal %	107 100	46	2	15	1	-	9	14	3	0	0	10
Ottawa Le Droit %	875 100	5	2	4	1	-	87	0	0	0	0	1
Montréal La Presse %	253 100	24	2	0	0	61	-	8	5	0	0	0
Montréal Le Devoir %	9 100	0	0	0	0	45	-	22	31	0	0	0
Montréal- Matin %	45 100	0	0	0	0	62	-	0	31	7	0	0
Montreal Star %	100 100	57	14	2	2	23	-	0	0	0	2	0

Table 69 (3)

	Total Column inches	BC %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEL %	Yukon NWT. %
Montreal Gazette %	279 100	24	4	1	5	51	-	7	6	0	0	2
Quebec Le Soleil %	193 100	34	12	0	2	51	-	0	1	0	0	0
Sherbrooke La Tribune %	99 100	0	11	2	1	82	-	0	3	0	1	0
Three Rivers Le Nouvelliste %	96 100	5	7	0	0	86	-	0	2	0	0	0
St. John Telegraph Journal %	65 100	2	0	0	0	72	6	-	15	3	2	0
Sydney Cape-Breton Post %	235 100	29	5	0	1	42	21	1	-	1	0	0
Halifax Chronicle- Herald %	227 100	6	1	0	0	19	5	22	-	1	46	0
St. John's Telegram %	24 99	0	0	0	0	58	0	8	33	-	0	0

TABLE 70 (1)

Percentage distribution¹ of information about British Columbia according to the categories of news published in the newspapers under study. January 1 - March 31, 1965.

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	-	-	-	-	-	-	-	-	-
Vancouver Times	-	-	-	-	-	-	-	-	-
Victoria Colonist	-	-	-	-	-	-	-	-	-
Edmonton Journal	410	101	42	1	15	10	3	1	29
Calgary Herald	834	100	60	2	9	10	5	3	11
Regina Leader-Post	780	100	48	1	11	16	11	1	12
Saskatoon Star- Phoenix	403	100	39	0	17	29	6	0	9
Winnipeg Tribune	244	100	43	0	16	18	3	0	20
Winnipeg Free Press	440	101	40	1	8	19	4	1	28
Toronto Star	360	100	38	0	10	32	4	3	13
Toronto Telegram	145	99	15	4	12	53	0	3	12
Toronto Globe and Mail	526	100	58	0	10	9	4	3	16
London Free Press	404	100	33	15	19	17	0	2	14
Hamilton Spectator	466	99	41	0	11	8	3	6	30

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 70 (2)

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	277	99	18	5	28	15	1	1	31
Kitchener- Waterloo Record	412	101	47	0	13	18	5	8	10
Ottawa Journal	278	100	39	1	15	17	1	9	18
Ottawa Le Droit	146	100	2	0	17	27	15	7	32
Montreal La Presse	306	99	71	0	8	0	0	0	20
Montreal Le Devoir	64	100	63	0	9	3	22	3	0
Montreal Matin	49	99	22	0	53	0	24	0	0
Montreal Star	223	101	35	3	20	17	0	0	26
Montreal Gazette	250	100	25	0	13	27	8	0	27
Quebec Le Soleil	230	101	16	0	7	22	16	12	28
Sherbrooke La Tribune	52	99	0	0	13	71	15	0	0
Three Rivers Le Nouvelliste	78	99	55	9	10	0	6	13	6
St. John Telegraph Journal	138	100	45	17	25	11	1	0	1
Sydney Cape-Breton Post	316	100	49	4	9	5	10	1	22
Halifax Chronicle- Herald	131	100	63	1	0	3	22	0	11
St. John's Telegram	67	100	30	15	0	39	0	16	0

TABLE 71 (1)

Percentage distribution¹ of information about Alberta according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	Total %	Pol. Soc. Eco. %	Educa- tion %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	191	99	51	5	16	8	17	1	1
Vancouver Times	181	100	29	6	12	9	30	1	13
Victoria Colonist	82	100	32	0	39	16	6	0	7
Edmonton Journal	-	-	-	-	-	-	-	-	-
Calgary Herald	-	-	-	-	-	-	-	-	-
Regina Leader-Post	607	99	46	4	20	4	19	0	6
Saskatoon Star- Phoenix	265	101	46	5	35	4	9	0	2
Winnipeg Tribune	400	101	70	0	7	2	5	0	17
Winnipeg Free Press	247	100	30	0	16	10	31	1	12
Toronto Star	221	100	81	0	12	2	2	0	3
Toronto Telegram	55	100	45	0	47	0	4	0	4
Toronto Globe and Mail	209	100	59	0	30	6	0	0	5
London Free Press	165	100	66	8	24	0	0	0	2
Hamilton Spectator	161	100	60	17	5	4	1	0	13

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 71 (2)

	Base- Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	246	100	35	43	17	1	1	0	3
Kitchener- Waterloo Record	50	100	22	16	20	30	4	0	8
Ottawa Journal	75	100	55	0	11	15	11	6	2
Ottawa Le Droit	80	101	29	33	20	0	2	0	5
Montreal La Presse	98	99	67	13	12	0	2	0	5
Montreal Le Devoir	25	100	28	20	24	0	28	0	0
Montréal- Matin	16	100	0	0	50	0	31	19	0
Montreal Star	83	100	13	7	31	5	27	0	17
Montreal Gazette	127	101	69	7	7	2	6	1	9
Quebec Le Soleil	119	99	41	16	10	0	13	0	19
Sherbrooke La Tribune	53	100	34	0	15	0	30	0	21
Three Rivers Le Nouvelliste	50	100	0	0	0	0	0	86	14
St. John Telegraph Journal	12	100	100	0	0	0	0	0	0
Sydney Cape-Breton Post	116	100	61	13	0	3	13	0	10
Halifax Chronicle- Herald	22	100	36	41	0	14	0	0	9
St. John's Telegram	21	100	0	14	19	0	62	5	0

TABLE 72 (1)

Percentage distribution¹ of information about Saskatchewan according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	To- tal %	Pol. soc. eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	73	100	36	0	18	1	44	0	1
Vancouver Times	30	100	80	0	7	0	3	0	10
Victoria Colonist	10	100	60	0	20	0	20	0	0
Edmonton Journal	129	99	57	6	20	2	14	0	0
Calgary Herald	383	100	79	2	7	1	10	0	1
Regina Leader- Post	-	-	-	-	-	-	-	-	-
Saskatoon Star- Phoenix	-	-	-	-	-	-	-	-	-
Winnipeg Tribune	259	100	73	1	5	2	19	0	0
Winnipeg Free Press	376	100	50	0	7	7	28	3	5
Toronto Star	154	100	56	0	42	0	1	0	1
Toronto Telegram	131	100	89	0	10	0	0	0	1
Toronto Globe and Mail	182	100	73	0	16	2	0	9	0
London Free Press	85	100	73	0	13	0	0	12	2
Hamilton Spectator	110	100	85	0	0	4	0	0	11

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 72 (2)

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	76	100	49	0	0	0	6	0	45
Kitchener- Waterloo Record	129	100	54	19	2	1	2	0	22
Ottawa Journal	35	101	46	0	0	3	5	0	46
Ottawa Le Droit	105	100	70	0	0	0	0	0	30
Montreal La Presse	95	100	96	0	0	0	3	0	1
Montreal Le Devoir	31	100	90	0	10	0	0	0	0
Montréal- Matin	0	100	0	0	0	0	0	0	0
Montreal Star	54	101	56	35	0	0	6	0	4
Montreal Gazette	104	100	73	0	0	5	20	0	2
Quebec Le Soleil	39	100	100	0	0	0	0	0	0
Sherbrooke La Tribune	9	100	78	0	0	0	0	0	22
Three Rivers Le Nouvelliste	19	100	100	0	0	0	0	0	0
St. John Telegraph Journal	13	100	0	0	100	0	0	0	0
Sydney Cape-Breton Post	118	100	84	16	0	0	0	0	0
Halifax Chronicle- Herald	31	100	100	0	0	0	0	0	0
St. John's Telegram	18	100	72	0	0	0	28	0	0

TABLE 73 (1)

Percentage distribution¹ of information about Manitoba according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	43	99	65	7	14	2	9	0	2
Vancouver Times	15	100	0	27	13	27	0	33	0
Victoria Colonist	24	100	17	0	29	0	50	0	4
Edmonton Journal	84	99	32	2	5	8	14	0	38
Calgary Herald	354	100	30	14	31	3	3	0	19
Regina Leader- Post	361	100	56	3	8	2	21	5	5
Saskatoon Star- Phoenix	127	100	26	26	4	15	9	1	19
Winnipeg Tribune	-	-	-	-	-	-	-	-	-
Winnipeg Free Press	-	-	-	-	-	-	-	-	-
Toronto Star	45	99	51	22	11	2	13	0	0
Toronto Telegram	4	100	0	0	0	0	0	75	25
Toronto Globe and Mail	181	100	80	0	6	2	2	0	10
London Free Press	50	100	80	10	6	0	4	0	0
Hamilton Spectator	25	100	8	0	8	0	48	0	36

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 73 (2)

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	68	100	43	0	9	7	9	0	32
Kitchener- Waterloo Record	68	99	66	1	0	7	0	0	25
Ottawa Journal	40	100	80	5	0	13	0	0	2
Ottawa Le Droit	38	100	71	0	13	0	5	0	11
Montreal La Presse	22	101	55	18	23	0	0	0	5
Montreal Le Devoir	2	100	100	0	0	0	0	0	0
Montreal- Matin	3	100	0	0	0	0	100	0	0
Montreal Star	27	100	63	0	19	11	0	0	7
Montreal Gazette	114	100	34	0	11	11	32	0	12
Quebec Le Soleil	81	100	32	6	10	0	0	46	6
Sherbrooke La Tribune	34	100	53	41	0	0	3	0	3
Three Rivers Le Nouvelliste	1	100	100	0	0	0	0	0	0
St. John Telegraph Journal	30	100	100	0	0	0	0	0	0
Sydney Cape-Breton Post	42	101	60	5	0	0	31	0	5
Halifax Chronicle- Herald	11	100	73	0	0	0	27	0	0
St. John's Telegram	51	100	6	0	6	59	29	0	0

TABLE 74 (1)

Percentage distribution¹ of information about Ontario according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	489	100	32	3	25	17	16	0	7
Vancouver Times	342	99	40	0	31	2	18	1	7
Victoria Colonist	196	100	21	20	30	10	11	1	7
Edmonton Journal	282	99	22	8	33	17	11	1	7
Calgary Herald	372	99	44	2	17	13	3	10	10
Regina Leader-Post	1017	100	40	6	10	7	25	6	6
Saskatoon Star- Phoenix	289	101	42	3	27	7	15	3	4
Winnipeg Tribune	536	100	29	11	16	3	19	11	11
Winnipeg Free Press	801	100	28	9	9	8	22	9	15
Toronto Star	—	—	—	—	—	—	—	—	—
Toronto Telegram	—	—	—	—	—	—	—	—	—
Toronto Globe and Mail	—	—	—	—	—	—	—	—	—
London Free Press	—	—	—	—	—	—	—	—	—
Hamilton Spectator	—	—	—	—	—	—	—	—	—

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 74 (2)

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	—	—	—	—	—	—	—	—	—
Kitchener- Waterloo Record	—	—	—	—	—	—	—	—	—
Ottawa Journal	—	—	—	—	—	—	—	—	—
Ottawa Le Droit	—	—	—	—	—	—	—	—	—
Montreal La Presse	1406	100	37	13	5	1	31	2	11
Montreal Le Devoir	663	100	33	29	4	0	30	3	1
Montréal- Matin	623	100	12	10	4	65	5	4	
Montreal Star	350	101	30	11	16	9	26	2	7
Montreal Gazette	861	101	35	2	13	4	28	2	17
Quebec Le Soleil	553	101	30	6	11	3	30	3	18
Sherbrooke La Tribune	426	100	42	2	9	3	24	1	19
Three Rivers Le Nouvelliste	426	99	49	3	1	1	17	9	19
St. John Telegraph Journal	288	100	20	7	16	1	33	7	16
Sydney Cape-Breton Post	708	101	26	10	20	7	20	4	14
Halifax Chronicle- Herald	271	101	37	2	10	1	22	13	16
St. John's Telegram	353	100	45	6	7	1	33	4	4

TABLE 75 (1)

Percentage distribution¹ of information about Quebec according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	To- tal %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	365	101	49	0	20	1	15	5	11
Vancouver Times	205	100	32	0	14	0	21	3	30
Victoria Colonist	235	100	40	0	43	1	13	0	3
Edmonton Journal	471	100	55	0	21	0	24	0	0
Calgary Herald	493	100	76	0	8	0	14	0	2
Regina Leader- Post	576	99	51	3	11	1	27	6	0
Saskatoon Star- Phoenix	370	101	52	2	25	1	12	7	2
Winnipeg Tribune	560	101	59	5	24	2	7	3	1
Winnipeg Free Press	433	99	59	2	17	1	11	1	8
Toronto Star	921	100	61	0	18	1	10	2	8
Toronto Telegram	400	100	51	7	17	3	13	5	4
Toronto Globe and Mail	858	100	54	1	24	3	16	0	2
London Free Press	927	99	41	8	22	1	19	7	1
Hamilton Spectator	474	100	55	1	25	4	6	2	7

¹ Because of the rounding of individual percentages, totals do not always equal 100%.

Table 75 (2)

	Base- Column inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	716	100	57	3	17	1	15	6	1
Kitchener- Waterloo Record	752	100	63	2	23	1	9	2	0
Ottawa Journal	748	100	42	5	22	1	26	3	1
Ottawa Le Droit	10861	101	75	2	8	1	13	0	2
Montreal La Presse	—	—	—	—	—	—	—	—	—
Montreal Le Devoir	—	—	—	—	—	—	—	—	—
Montréal- Matin	—	—	—	—	—	—	—	—	—
Montreal Star	—	—	—	—	—	—	—	—	—
Montreal Gazette	—	—	—	—	—	—	—	—	—
Quebec Le Soleil	—	—	—	—	—	—	—	—	—
Sherbrooke La Tribune	—	—	—	—	—	—	—	—	—
Three Rivers Le Nouvelliste	—	—	—	—	—	—	—	—	—
St. John Telegraph Journal	315	99	44	2	22	0	26	4	1
Sydney Cape-Breton Post	540	101	51	6	10	3	19	3	9
Halifax Chronicle- Herald	609	101	75	2	8	1	13	0	2
St. John's Telegram	284	100	38	16	11	9	26	0	0

TABLE 76 (1)

Percentage distribution¹ of information about New Brunswick according to the categories of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Vancouver Sun	5	100	100	0	0	0	0	0	0
Vancouver Times	0	100	0	0	0	0	0	0	0
Victoria Colonist	0	100	0	0	0	0	0	0	0
Edmonton Journal	2	100	0	0	0	0	0	0	100
Calgary Herald	26	101	54	8	12	0	0	27	0
Regina Leader-Post	5	100	100	0	0	0	0	0	0
Saskatoon Star-Phoenix	1	100	100	0	0	0	0	0	0
Winnipeg Tribune	18	100	0	0	100	0	0	0	0
Winnipeg Free Press	10	100	0	100	0	0	0	0	0
Toronto Star	56	101	43	0	52	0	4	0	2
Toronto Telegram	60	100	62	0	33	5	0	0	0
Toronto Globe and Mail	48	100	77	4	4	15	0	0	0
London Free Press	12	100	33	0	0	42	0	25	0
Hamilton Spectator	100	100	23	0	18	0	0	0	59

¹ Because of the rounding of individual percentages, totals do not always equal 100%.

Table 76 (2)

	Base Column inches	To- tal %	Pol. Soc.. Eco.. %	Educ- ation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Windsor Star	45	100	51	0	22	0	0	0	27
Kitchener- Waterloo Record	35	100	31	0	63	0	0	0	6
Ottawa Journal	44	100	9	0	43	0	14	0	34
Ottawa Le Droit	27	100	70	0	30	0	0	0	0
Montreal La Presse	71	100	62	4	6	0	0	0	28
Montreal Le Devoir	15	99	53	0	33	0	0	0	13
Montreal- Matin	17	100	88	0	12	0	0	0	0
Montreal Star	11	100	100	0	0	0	0	0	0
Montreal Gazette	41	101	37	0	0	5	0	10	49
Quebec Le Soleil	23	100	91	9	0	0	0	0	0
Shérbrooke La Tribune	47	100	100	0	0	0	0	0	0
Three Rivers Le Nouvelliste	5	100	100	0	0	0	0	0	0
St. John Telegraph Journal	-	-	-	-	-	-	-	-	-
Sydney Cape-Breton Post	237	100	56	2	15	9	15	2	1
Halifax Chronicle- Herald	303	101	54	7	4	0	16	3	17
St. John's Telegram	28	100	32	0	36	0	0	25	7

TABLE 77 (1)

Percentage distribution¹ of information about Nova Scotia according to the categories of news published in the newspapers under study January 1-March 31, 1965.

Base Column Inches	Total %	Pol. Soc. Eco. %	Educ. cation %	Crime %	Accidents %	Sports %	Entertainment %	Miscellaneous %
Vancouver Sun	10	100	20	10	60	0	0	0
Vancouver Times	12	101	17	0	67	0	0	17
Victoria Colonist	10	100	0	0	20	0	0	0
Edmonton Journal	13	100	46	0	39	0	0	15
Calgary Herald	14	100	0	0	43	0	14	43
Regina Leader-Post	55	100	27	0	56	2	0	6
Saskatoon Star-Phoenix	38	99	55	0	26	18	0	0
Winnipeg Tribune	43	100	35	0	23	0	0	42
Winnipeg Free Press	50	100	20	0	68	2	4	6
Toronto Star	86	99	3	76	9	3	0	8
Toronto Telegram	42	100	31	0	48	7	0	14

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 77 (2)

	Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Toronto Globe and Mail	127	100	74	3	11	0	6	0	6
London Free Press	86	99	24	0	2	4	0	2	67
Hamilton Spectator	226	100	73	0	1	17	1	0	8
Windsor Star	84	100	30	0	7	45	0	0	18
Kitchener- Waterloo Record	74	100	27	0	3	4	0	0	66
Ottawa Journal	23	99	30	30	22	0	4	0	13
Ottawa Le Droit	167	101	46	0	0	25	29	0	1
Montreal La Presse	54	100	19	0	0	24	24	9	24
Montreal Le Devoir	20	100	0	10	0	75	0	0	15
Montréal-Matin	39	100	0	13	0	51	0	0	36
Montreal Star	61	100	56	21	0	21	2	0	0
Montreal Gazette	120	99	53	3	0	18	0	11	14
Quebec Le Soleil	101	100	58	0	0	29	6	5	2

Table 77 (3)

	Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Sherbrooke La Tribune	6	100	0	0	0	50	0	0	50
Three Rivers Le Nouvelliste	55	100	76	0	0	20	0	0	4
St. John Telegraph Journal	254	99	41	6	8	26	9	5	4
Sydney Cape-Breton Post	-	-	-	-	-	-	-	-	-
Halifax Chronicle-Herald	-	-	-	-	-	-	-	-	-
St. John's Telegraph	184	100	24	0	3	39	7	23	4

TABLE 78 (1)

Percentage distribution¹ of information about Newfoundland according to the categories of news published in the newspapers under study January 1-March 31, 1965.

Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %	
Vancouver Sun	16	99	31	31	0	31	0	0	6
Vancouver Times	6	100	50	50	0	0	0	0	0
Victoria Colonist	2	100	0	0	100	0	0	0	0
Edmonton Journal	3	100	0	0	0	0	100	0	0
Calgary Herald	3	100	67	0	0	0	0	0	33
Regina Leader-Post	57	101	49	37	4	4	7	0	0
Saskatoon Star-Phoenix	10	100	100	0	0	0	0	0	0
Winnipeg Tribune	60	100	48	42	0	10	0	0	0
Winnipeg Free Press	45	100	20	27	4	20	0	29	0
Toronto Star	53	100	42	30	0	28	0	0	0
Toronto Telegram	232	100	99	0	0	1	0	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 78 (2)

	Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Toronto Globe and Mail	128	100	45	52	3	0	0	0	0
London Free Press Hamilton Spectator	44	100	41	48	0	9	0	0	2
	48	100	0	38	29	33	0	0	0
Windsor Star	14	100	14	86	0	0	0	0	0
Kitchener- Waterloo Record	19	100	0	84	16	0	0	0	0
Ottawa Journal	32	100	31	47	0	0	19	3	0
Ottawa Le Droit	26	100	46	31	0	0	23	0	0
Montreal La Presse	47	100	68	32	0	0	0	0	0
Montreal Le Devoir	13	100	100	0	0	0	0	0	0
Montréal-Matin	20	100	15	0	30	40	0	0	15
Montreal Star	34	100	100	0	0	0	0	0	0
Montreal Gazette	30	99	53	33	0	0	13	0	0
Quebec Le Soleil	35	100	54	40	0	0	6	0	0

TABLE 79 (1)

Percentage distribution¹ of information about Prince Edward Island according to the categories of news published in the newspapers under study January 1-March 31, 1965.

	Base Column Inches	Total %	Pol. Soc. Eco. %	Education %	Crime %	Accidents %	Sports %	Entertainment %	Miscellaneous %
Vancouver Sun	4	100	25	50	0	0	0	0	25
Vancouver Times	1	100	0	0	0	100	0	0	0
Victoria Colonist	4	100	0	0	0	50	0	0	50
Edmonton Journal	15	100	0	0	0	0	0	100	0
Calgary Herald	15	100	0	0	0	7	60	0	33
Regina Leader-Post	14	100	7	0	0	36	57	0	0
Saskatoon Star-Phoenix	8	101	13	0	0	0	75	0	13
Winnipeg Tribune	1	100	0	0	0	100	0	0	0
Winnipeg Free Press	5	100	0	0	0	0	80	0	20
Toronto Star	19	100	100	0	0	0	0	0	0
Toronto Telegram	3	100	0	0	0	100	0	0	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 79 (2)

	Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Toronto Globe and Mail	44	100	100	0	0	0	0	0	0
London Free Press	8	100	38	0	0	62	0	0	0
Hamilton Spectator	14	100	100	0	0	0	0	0	0
Windsor Star	8	100	75	0	0	25	0	0	0
Kitchener- Waterloo Record	15	100	0	0	0	100	0	0	0
Ottawa Journal	1	100	0	0	0	100	0	0	0
Ottawa Le Droit	8	100	38	0	0	0	62	0	0
Montreal La Presse	11	100	82	0	0	0	18	0	0
Montreal Le Devoir	0	100	0	0	0	0	0	0	0
Montreal-Matin	7	100	0	0	43	57	0	0	0
Montreal Star	8	100	75	0	0	0	0	0	25
Montreal Gazette	3	100	100	0	0	0	0	0	0
Quebec Le Soleil	8	100	100	0	0	0	0	0	0

Table 79 (3)

	Base Column Inches	Total %	Pol. Soc. Eco. %	Edu- cation %	Crime %	Acci- dents %	Sports %	Enter- tainment %	Miscel- laneous %
Sherbrooke									
La Tribune	1	100	0	0	0	0	0	0	100
Three Rivers									
Le Nouvelliste	0	100	0	0	0	0	0	0	0
St. John Telegraph									
Journal	54	100	63	0	0	0	35	0	2
Sydney Cape-Breton									
Post	172	100	53	0	0	44	3	0	0
Halifax									
Chronicle-Herald	312	101	16	0	0	20	28	3	34
St. John's									
Telegram	4	100	100	0	0	0	0	0	0

Chapter Seven

Analysis of Newspaper Content (1960 and 1955)

This chapter is concerned with the relative importance of different news categories in the 1960 and 1955 papers, and with the amount of news in each category published about the ten provinces during those years. A comparison is also drawn with the 1965 papers, which were discussed in the previous chapter.

In all three years, certain categories of news took precedence over others, as shown in Table 81 on page 193. In 1965, 1960 and 1955, "political - social-economic" news and "sports" news ranked first and second in amount published, "education" and "entertainment" ranked sixth and seventh, and "crime" news ranked ahead of "accident" news, which in turn ranked ahead of "education" and "entertainment". "Miscellaneous" news was the only category which really varied in position, from fourth in 1965 to third in 1960 and to fifth in 1955.

While the total amount of news published increased over the period, from 14,296" in 1955 to 18,357" in 1965, there were some changes in emphasis. The most striking was the growing predominance of "political-social-economic" news, which represented 30.9% of the total in 1955, 39.4% in 1960 and 47% in 1965.

Because of the predominance of "political-social-economic" news in 1965, all other news categories except "education" represented a lower percentage of the total news in that year than was the case in previous years.

However, since the total amount of news in 1965 was greater than before, there was actually more "crime" news published in 1965 than in previous years. In the "sports", "miscellaneous", "accident" and "entertainment" categories, the actual amounts of news published were smaller in 1965 than in 1960 or 1955.

Table 81: A comparison of the division of news according to news categories in the newspapers under study January 1-March 31, 1965, 1960 and 1955.

a) 1965 (Eleven newspapers)

<u>News categories</u>	<u>Column inches</u>	<u>Percentage of total</u>
Political-social-economic	8,626"	47.0
Sports	2,626"	14.3
Crime	2,556"	13.9
Miscellaneous	1,838"	10.0
Accidents	1,201"	6.5
Education	960"	5.2
Entertainment	550"	3.0
	<u>18,357"</u>	

b) 1960 (Eleven newspapers)

<u>News categories</u>	<u>Column inches</u>	<u>Percentage of total</u>
Political-social-economic	6,190"	39.4
Sports	3,502"	22.3
Miscellaneous	2,009"	12.8
Crime	1,662"	10.6
Accidents	983"	6.3
Education	768"	4.9
Entertainment	601"	3.8
	<u>15,715"</u>	

c) 1955 (Eleven newspapers)

<u>News categories</u>	<u>Column inches</u>	<u>Percentage of total</u>
Political-social-economic	4,411"	30.9
Sports	3,419"	23.9
Crime	2,113"	14.8
Accidents	2,013"	14.1
Miscellaneous	1,622"	11.4
Education	399"	2.8
Entertainment	324"	2.3
	<hr/> 14,296"	

In 1960, when the overall pattern of news was 1) "political-social-economic", 2) "sports", 3) "miscellaneous", 4) "crime", 5) "accident", 6) "education", and 7) "entertainment", only two of the eleven papers exactly fitted the pattern; the Toronto Star and the Halifax Chronicle-Herald. No regional difference affected the pattern in 1960 as it did in 1965, when our study found that papers west of Quebec printed more "crime" news than "sports" news, although the reverse was true in Quebec and Maritime papers. In 1960 all papers except the Vancouver Sun printed more "sports" than "crime" news.

In 1955, when the overall pattern of news was 1) "political-social-economic", 2) "sports", 3) "crime", 4) "accident", 5) "miscellaneous", 6) "education" and 7) "entertainment", only two papers, the Edmonton Journal and the Toronto Star, conformed exactly to that pattern. In 1955, as in 1960, our study found no regional difference which affected the pattern.

I. The 1960 Newspapers

In 1960,¹ "political-social-economic" news ranked first in importance in all papers except the Quebec Soleil, where it ranked second.

"Sports" news ranked first in only one paper, the Quebec Soleil, and second or third in all other papers.

"Miscellaneous" news ranked highest in the Edmonton Journal and Montreal Star, where it came second only to "political-social-economic" news; in all other papers it ranked third or fourth, except in the Quebec Soleil, where it ranked fifth.

"Crime" news ranked second in the Vancouver Sun, third in the Winnipeg Free Press and London Free Press, and fourth, fifth or sixth in other papers. ("Crime" ranked sixth in the Quebec Soleil and Montreal Presse).

"Accident" news ranked highest in the Montreal Presse, where it came third; it varied between fourth, fifth, sixth and seventh place in other papers.

"Education" news rated highest in the Quebec Soleil, where it placed third; in other papers it ranked fifth, sixth and seventh. (It ranked fifth in the Toronto Globe and Mail, Montreal Presse and St. John Telegraph-Journal).

1. Table 88, Page 235.

"Entertainment" news ranked highest in the Quebec Soleil, where it came fourth; in the Edmonton Journal it came fifth, and in the remaining papers it was either sixth or seventh.

It can be seen from the above description that the Quebec Soleil was the paper which conformed least to the general pattern in 1960.

It is also apparent that the Montreal Presse and Quebec Soleil showed characteristics which were recognized in certain French-language papers in the 1965 study. "Education" ranked high in the Quebec Soleil, and higher than most other papers in the Montreal Presse. "Entertainment" ranked higher in the Soleil than in other papers, while this paper and the Montreal Presse rated "crime" news lower than most other papers did.

The only two papers which placed more emphasis on "education" news than "crime" news were the same two papers - the Montreal Presse and the Quebec Soleil.

Our study showed that the three provinces which received the greatest overall news coverage in 1960, Quebec, Ontario and British Columbia, all ranked high in every category of news content.² Nonetheless, in certain

2. Tables 82 and 83, Pages 198-198a; and 199.

categories, an outstanding amount of news was published about either Ontario or Quebec.

Ontario ranked first in three news categories: "education". "accidents" and "miscellaneous", and in all three considerably more was published about Ontario than about any other province.

In other news categories Ontario ranked second to Quebec.

Quebec ranked first in four news categories, "political-social-economic", "sports", "crime" and "entertainment", and in the first three categories, considerably more was published about Quebec than about any other province.

Quebec ranked second in "accident" news, third in "education" and fourth in "miscellaneous".

The following table rates each province according to the amount of information in each category published in the eleven newspapers under study. It can be seen from a comparison with Table 3³ that a relation exists between a province's rating and its overall coverage, but this relation was not as close in 1960 as it was found to be in 1965.

TABLE 82(1) The average amount of information* (In Column Inches) in the different news categories about each province, as published in the newspapers under study January 1 - March 31, 1960.

	Political Social- Economic Column Inches	Education Column Inches	Crime Column Inches	Accidents Column Inches	Sports Column Inches	Enter- tainment Column Inches	Misc- ellaneous Column Inches
British Columbia Average amount (10 newspapers)	88.1	15.2	41.3	9.1	46.4	7.6	27.3
Alberta Average amount (10 newspapers)	40.0	2.9	11.4	5.1	27.9	4.8	7.0
Saskatchewan Average amount (11 newspapers)	62.3	2.0	4.2	2.3	14.0	0.1	3.2
Manitoba Average amount (10 newspapers)	43.5	5.0	8.5	8.9	20.8	6.8	3.5
Ontario Average amount (8 newspapers)	125.0	32.8	44.9	45.6	123.4	17.1	80.6
Quebec Average amount (8 newspapers)	204.3	15.0	62.1	16.3	151.5	19.3	23.4

*Newspapers published within each province were excluded from this study.

TABLE 82 (2)

	Political Social- Economic	Education	Crime	Accidents	Sports	Enter- tainment	Misc- allaneous
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
New Brunswick Average amount (10 newspapers)	15.7	2.7	1.2	10.5	5.1	1.4	7.5
Nova Scotia Average amount (10 newspapers)	26.7	5.1	5.8	6.0	9.0	2.8	51.6
Newfoundland Average amount (11 newspapers)	27.6	2.4	4.7	3.5	0.1	2.2	4.5
Prince Edward Island Average amount (11 newspapers)	18.5	0.5	0.4	0.0	3.5	0.0	6.3
Yukon and Northwest Territories Average amount (11 newspapers)	20.3	2.2	2.0	0.7	1.5	4.6	5.0

TABLE 83 The provinces, together with the Yukon and Northwest Territories rated according to the average amount of information about each of them in the different news categories, published in the newspapers under study January 1 - March 31, 1960.

	Political Social- economic	Education	Crime	Acci- dents	Sports	Enter- tainment	Misc- ellaneous
British Columbia	3	2	3	4	3	3	3
Alberta	6	6	4	7	4	5	6
Saskatchewan	4	10	8	9	6	10	11
Manitoba	5	5	5	5	5	4	10
Ontario	2	1	2	1	2	2	1
Quebec	1	3	1	2	1	1	4
New Brunswick	11	7	10	3	8	9	5
Nova Scotia	8	4	6	6	7	7	2
Newfoundland	7	8	7	8	11	8	9
Prince Edward Island	10	11	11	11	9	11	7
Yukon and Northwest Territories	9	9	9	10	10	6	8

1) "Political-social-economic" news ⁴

Table 81 showed that the "political-social-economic" category accounted for 39.4% of all news studied in the 1960 papers, and Table 82 revealed that an outstanding amount of news in this category concerned Quebec.

Every paper published some news in this category about Quebec, and about Ontario, the province which ranked second. Maritime and western papers, except the Edmonton Journal, all published more of this news about Quebec than about any other province. All papers published some "political-social-economic" news about Saskatchewan, Manitoba and Nova Scotia, and all but one, the Quebec Soleil, published some about British Columbia, the province which ranked third in amount printed.

There were gaps in the coverage of all Maritime provinces other than Nova Scotia, and it appeared that considerably less "political-social-economic" news was published about the Maritimes than about other parts of the country.

Quebec accounted for between 30% and 66% of all news in this category in the three Ontario papers studied, and Ontario accounted for a similar amount in the three Quebec papers, between 32% and 64%.

4. Table 90, Page 237.

Ontario papers published rather more "political-social-economic" news than Quebec papers did - 1,852" and 1,163", respectively.

Only one paper under study published more than 1,000" of news in this category, and that was the Edmonton Journal, with 1,305". Three other papers published between 600" and 1,000":

Column inches

Toronto Globe and Mail	944'
Winnipeg Free Press	747
Halifax Chronicle-Herald	677

Only one paper had less than 200" in this category, and that was the Quebec Soleil, with 113".

2) "Sports" news⁵

Table 81 showed that "sports accounted for 22.3% of all news studied in 1960, and Table 82 revealed that an outstanding amount of "sports" news concerned Quebec. Every paper published some news in this category about Quebec, and about Ontario, the province which ranked second; all but one, the Quebec Soleil, published some about British Columbia, the province which ranked third.

5. Table 94, Page 241.

The Vancouver Sun and the two Maritime papers under study published more "sports" news about Quebec than about any other province. The Edmonton Journal and the Winnipeg Free Press published more about British Columbia than about any other province.

While there were gaps in Quebec and Maritime press coverage of "sports" in Alberta, Saskatchewan and Manitoba, "sports" coverage of the Maritimes was negligible in all papers outside that region.

Ontario accounted for between 74% and 99% of news in this category in Quebec papers, whereas Quebec accounted for between 78% and 87% of "sports" news in the Ontario press.

Ontario papers published more "sports" news than Quebec papers did, the amounts being 914" and 750" respectively.

All papers except the Vancouver Sun (146") and the Montreal Star (167") published more than 200" about "sports". The following four papers published over 300":

Column Inches

Winnipeg Free Press	669
Edmonton Journal	498
Toronto Globe and Mail	362
Toronto Star	344

3) "Miscellaneous" news ⁶

Table 81 showed that the "miscellaneous" accounted for 12.8% of all news studied in the 1960 papers and Table 82 revealed that Ontario ranked first in this news category. Every paper published some "miscellaneous" news about Ontario, and also about Nova Scotia, British Columbia and Quebec, the provinces which ranked second, third and fourth.

It was apparent that very little "miscellaneous" news about Alberta, Saskatchewan and Manitoba appeared in Quebec and Maritime papers.

While Nova Scotia "miscellaneous" news was carried in every paper, there were gaps in the coverage of Newfoundland and Prince Edward Island, and New Brunswick received insignificant reporting outside the Maritimes. Of the three Quebec papers, the Quebec Soleil carried no "miscellaneous" news about New Brunswick, Newfoundland and Prince Edward Island, and the Montreal Presse published none about Newfoundland or Prince Edward Island.

Ontario accounted for between 48% and 72% of all "miscellaneous" news in the Quebec papers, whereas Quebec accounted for rather less, between 5% and 22%, in the Ontario press.

Ontario and Quebec papers published similar amounts of news in this category, 410" and 377" respectively.

Only two papers published more than 200" of "miscellaneous" news, the Edmonton Journal (543") and the Winnipeg Free Press (267"). Two papers published less than 100" of news in this category:

	<u>Column inches</u>
Vancouver Sun	96
Quebec Le Soleil	29

4) "Crime" news ⁷

Table 81 showed that "crime" accounted for 10.6% of all news studied in the 1960 papers, and Table 82 revealed that Quebec ranked first in "crime" news published. Every paper contained some news in this category about Quebec, and also about Ontario and British Columbia, the provinces which ranked second and third.

7. Table 92, Page 239.

Quebec and Maritime papers gave sparse coverage to "crime" news in Alberta and Saskatchewan, but all these papers except the St. John Telegraph-Journal mentioned Manitoba "crime".

"Crime" news about the Maritimes was given little coverage in papers outside the region, apart from the London Free Press.

Ontario accounted for amounts varying from 9% to 57% of all "crime" news in Quebec papers, while Quebec accounted for between 25% and 69% in Ontario papers.

Ontario papers published more "crime" news than Quebec papers did, the amounts being 355" and 226" respectively.

Only two papers published more than 200" of news in this category:

Column inches

Edmonton Journal	343
Winnipeg Free Press	309

Three papers published less than 100" of "miscellaneous" news:

Column inches

Montreal Star	95
St. John Telegraph-Journal	80
Quebec Le Soleil	23

5) "Accident" news ⁸

Table 81 showed that "accidents" accounted for 6.26% of all news studied in the 1960 papers, and Table 82 revealed that an outstanding amount of "accident" news concerned Ontario. Every paper published some "accident" news about Ontario, and also about Quebec, which ranked second. All but one, the Toronto Globe and Mail, published some news in this category about New Brunswick, which ranked third.

Apart from the coverage of British Columbia and Alberta, "accident" news about the remaining provinces was sparse. Ontario papers, except the Toronto Star, Quebec and Maritime papers published no "accident" news of Saskatchewan, and the Montreal Presse was the only Quebec paper which mentioned Manitoba. Neither Maritime paper mentioned "accidents" in Manitoba. The three western papers printed no "accident" news about Nova Scotia or Prince Edward Island, and the latter province went unmentioned in the three Ontario papers. No Quebec paper printed any "accident" news about Prince Edward Island, and the Quebec Soleil printed no news of Nova Scotia or Newfoundland, either.

8. Table 93, Page 240.

Ontario accounted for between 50% and 70% of "accident" news in the three Quebec papers, while Quebec accounted for varying amounts in the Ontario dailies: 12% in the London Free Press, 54% in the Toronto Star, 71% in the Toronto Globe and Mail. More "accident" news appeared in Quebec papers (310") than Ontario papers (171").

No paper published 200" or more in this news category, and only one, the Montreal Presse, published over 150". Seven papers published less than 100" and two contained under 50":

	<u>Column inches</u>
Toronto Globe and Mail	17
Quebec Le Soleil	8

6) "Education" ⁹

Table 81 showed that "education" accounted for 4.9% of all news studied in the 1960 papers and Table 82 showed that an outstanding amount of "education" news concerned Ontario. Every paper published some news in this category about Ontario, and all but one, the Toronto Globe and Mail, published some about Quebec, which ranked third. However four papers, the Toronto Star, London Free Press and St. John Telegraph-Journal, published no

"education" news about British Columbia, which ranked second.

"Education" coverage of other provinces was sparse. Both Quebec and Ontario papers, other than the Montreal Presse and Toronto Globe and Mail, published very small amounts of this news about the west or the Maritimes. Apart from the Edmonton Journal, western newspaper coverage of "education" in the Maritimes was very small, and so was Maritime newspaper coverage of the west, apart from the Halifax Chronicle-Herald's 24" about "education" in British Columbia.

Ontario accounted for varying amounts of "education" news in the Quebec papers: 68% in the Montreal Presse, 75% in the Montreal Star, and 100% in the Quebec Soleil. Similarly, Quebec accounted for varying amounts in Ontario newspapers: 0% in the Toronto Globe and Mail, 73% in the Toronto Star, and 90% in the London Free Press.

Ontario newspapers published 145" in all about "education", while Quebec papers published 209".

No paper published 200" or more of news in this category, and only two published more than 100":

	<u>Column inches</u>
Edmonton Journal	175
Montreal La Presse	132

Five papers published less than 50":

	<u>Column inches</u>
Toronto Star	44
Quebec Le Soleil	41
Montreal Star	36
London Free Press	29
Vancouver Sun	24

7) "Entertainment" news¹⁰

Table 81 showed that "entertainment" accounted for 3.8% of all news studied in 1960, and Table 82 showed that Quebec ranked first as the province about which most "entertainment" news was written. All but one paper, the Halifax Chronicle-Herald, published some "entertainment" news about Quebec, and all but three papers, the Montreal Presse, St. John Telegraph-Journal and Halifax Chronicle-Herald, published some about Ontario, which ranked second.

Five of the eleven papers published no "entertainment" news about British Columbia, the province which ranked third, and coverage of all other provinces was sparse. The Maritimes and Saskatchewan were particularly neglected.

10. Table 95, Page 242.

Ontario accounted for varying amounts of "entertainment" news in Quebec newspapers: 0% in the Montreal Presse, 38% in the Quebec Soleil, and 54% in the Montreal Star: Quebec accounted for varying amounts, likewise, in the Ontario papers: 17% in the London Free Press, 62% in the Toronto Globe and Mail, and 100% in the Toronto Star.

There was more "entertainment" news in the Ontario papers (174") than there was in the Quebec papers (98").

Only one paper, the Edmonton Journal, published more than 200"; of the remaining ten, eight published less than 50", and two published between 50" and 100":

	<u>Column inches</u>
London Free Press	70
Toronto Globe and Mail	66

II The 1955 Newspapers

In 1955,¹¹ "political-social-economic" news ranked first in all papers except the Winnipeg Free Press, where it ranked second, and the St. John Telegraph-Journal, where it ranked fourth.

11. Table 89, Page 236.

"Sports" news ranked first in two papers, the Winnipeg Free Press and the St. John Telegraph-Journal; it varied between second, third, fourth and fifth place in other papers. (In the Montreal Presse and Montreal Star it came fifth).

"Crime" news ranked second in the Vancouver Sun, Montreal Star, Montreal Presse and Quebec Soleil, third and fourth in other papers except the St. John Telegraph-Journal, where it came fifth.

"Accident" news ranked highest in the St. John Telegraph-Journal, where it came second; it ranked third and fourth in all other papers except the Halifax Chronicle-Herald, where it came fifth.

"Miscellaneous" news ranked third in the Montreal Star, St. John Telegraph-Journal and Halifax Chronicle-Herald, fourth in the Montreal Presse and fifth in the remaining papers.

"Education" news ranked sixth or seventh in all papers.

"Entertainment" news ranked sixth or seventh in all papers. It can be seen from the above description that the St. John Telegraph-Journal was the paper which conformed least to the general pattern in 1955.

It is also apparent that the characteristics noticed in certain French-language papers in 1965 and 1960 - the upgrading of "education" and "entertainment" news and the downgrading of "crime" news - were not present in the 1955 papers.

Our study showed that the three provinces which received the greatest overall news coverage in 1960, Ontario, Quebec and British Columbia, all ranked high in every category of news content.¹² Nonetheless, in certain categories, an outstanding amount of news was published about Ontario and Quebec.

Ontario ranked first in six news categories: "political-social-economic", "education", "accidents", "entertainment", "crime" and "miscellaneous" and in the last two categories, considerably more was published about Ontario than about any other province.

In the other news categories "sports" Ontario ranked second.

Quebec ranked first in "sports" news. In that category, considerably more was published about Quebec than about any other province.

12. Tables 84 and 85, Pages 214-214a; and 215.

Apart from "education" where it ranked fourth, Quebec ranked second in the remaining categories. British Columbia ranked second, third, fourth or fifth in the various categories.

The following table rates the provinces according to the amount of information in each category published in the eleven newspapers under study. It can be seen from a comparison with Table 4¹³ that a relation exists between a province's rating and its overall coverage, but this relation in 1955 was not as close as it was in 1965.

1) "Political-social-economic" news¹⁴

Table 81 showed that "political-social-economic" news accounted for 30.9% of all news studied in the 1955 papers, and Table 84 revealed that more "political-social-economic" news concerned Ontario than any other province.

Every paper published some news in this category about Ontario, and about Quebec, which ranked second. All papers except the Vancouver Sun and the Halifax Chronicle-Herald published more about Ontario than about Quebec. Every paper published some

13. Table 4, Page 35.

14. Table 97, Page 244.

*
 TABLE 8A(1) The average amount of information (in Column Inches) in the different news categories about each province as published in the newspapers under study January 1 - March 31, 1955.

	Political Social- Economic	Education	Crime	Acci- dents	Sports	Enter- tainment	Misc- ellaneous
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
British Columbia Average amount (10 newspapers)	79.3	13.2	26.5	12.8	45.7	3.3	17.9
Alberta Average amount (10 newspapers)	52.3	1.9	12.5	5.6	25.5	1.6	10.1
Saskatchewan Average amount (11 newspapers)	42.5	4.3	3.5	5.4	20.9	0.5	2.2
Manitoba Average amount (10 newspapers)	20.5	2.2	17.9	20.6	10.2	1.5	5.7
Ontario Average amount (8 newspapers)	122.5	13.4	115.6	73.1	77.8	10.6	81.9
Quebec Average amount (8 newspapers)	110.6	4.1	51.0	49.9	169.4	8.0	37.6

*Newspapers published within each province were excluded from consideration of that province.

TABLE 84 (2)

	Political Social- Economic	Education	Crime	Acci- dents	Sports	Enter- tainment	Misc- ellaneous
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
New Brunswick Average amount (10 newspapers)	6.0	2.3	6.5	6.4	8.3	2.6	5.4
Nova Scotia Average amount (10 newspapers)	29.0	0.6	7.4	34.9	15.3	6.6	11.2
Newfoundland Average amount (11 newspapers)	10.2	0.4	0.2	5.4	2.5	1.3	8.5
Prince Edward Island Average amount (11 newspapers)	5.6	0.5	2.8	0.8	12.2	0.0	3.2
Yukon and Northwest Territories Average amount (11 newspapers)	3.1	0.0	0.0	9.0	0.0	0.0	1.0

TABLE 85 The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of information, about them in the different news categories, as published in the newspapers * under study January 1 - March 31, 1955.

	Political Social- economic	Education	Crime	Acci- dents	Sports	Enter- tainment	Misc- ellaneous
British Columbia	3	2	3	5	3	4	3
Alberta	4	7	5	8	4	6	5
Saskatchewan	5	3	8	*9	5	9	10
Manitoba	7	6	4	4	8	7	7
Ontario	1	1	1	1	2	1	1
Quebec	2	4	2	2	1	2	2
New Brunswick	9	5	7	7	9	5	8
Nova Scotia	6	8	6	3	6	3	4
Newfoundland	8	10	10	*9	10	8	6
Prince Edward Island	10	9	9	11	7	10	9
Yukon and Northwest Territories	11	11	11	6	11	10	11

* Newspapers published within each province were excluded from consideration of that province.

"political-social-economic" news about British Columbia, Alberta and Manitoba. All but the St. John Telegraph-Journal covered Saskatchewan, and all but the Montreal Presse covered Newfoundland.

Considerably less news in this category was published about the Maritimes than about the western provinces.

Quebec accounted for between 14% and 47% of this news category in Ontario papers, while Ontario accounted for between 44% and 57% in Quebec papers.

There was more "political-social-economic" news in Ontario papers (1161") than in Quebec papers (869").

Every paper published over 200" of news in this category, while three published more than 500":

	<u>Column inches</u>
Edmonton Journal	662
Halifax Chronicle-Herald	613
Winnipeg Free Press	554

The two papers with the least news in this category were:

	<u>Column inches</u>
Montreal Presse	248
Quebec Soleil	218

2) "Sports" news¹⁵

Table 81 showed that "sports" accounted for 23.9% of all news studied in the 1955 papers, and Table 84 revealed that an outstanding amount of this news concerned Quebec.

Every paper published some of this news about Quebec, and also about Ontario, the province which ranked second. All but the Edmonton Journal published more "sports" news about Quebec than about any other province. Every paper published some "sports" news about British Columbia and Manitoba and all but the St. John Telegraph-Journal published some about Alberta.

There were gaps in Ontario and Quebec papers' coverage of "sports" in Saskatchewan, and the St. John Telegraph-Journal published no "sports" news about Alberta, Manitoba or Saskatchewan. However, considerably more "sports" news was published about the western provinces than about the Maritimes. All papers except the Winnipeg Free Press carried little Maritime news in this category.

Quebec accounted for between 62% and 79% of all "sports" news in Ontario papers, while Ontario accounted for between 48% and 66% in Quebec papers.

There was more "sports" news in Ontario papers (860") than in Quebec papers (284").

Seven papers published over 200" of "sports" news, while four of them published in excess of 300":

	<u>Column inches</u>
Winnipeg Free Press	703
Edmonton Journal	553
St. John Telegraph-Journal	480
Halifax Chronicle-Herald	383

Two papers published less than 100" of "sports" news:

	<u>Column inches</u>
Montreal Star	84
Montreal La Presse	76

3) "Crime" news¹⁶

Table 81 showed that "crime" accounted for 14.8% of all news studied in the 1955 papers, and Table 84 revealed that an outstanding amount of it concerned Ontario.

Every paper published some "crime" news about Ontario and about Quebec, and British Columbia. Every paper carried more "crime" news about Ontario than about any other province. All but the Toronto Star and the

16. Table 99, Page 246.

St. John Telegraph-Journal published some "crime" news about Manitoba and Alberta.

Considerably less "crime" news was published about the Maritimes than about the western provinces. Outside the Maritime region, the only paper which mentioned "crime" in Newfoundland was the Toronto Star (1"), and the Edmonton Journal was the only one which mentioned Prince Edward Island in this connection. The Vancouver Sun published nothing about any Maritime province, and the Winnipeg Free Press, which published 1" on New Brunswick "crime", printed nothing on this subject about Nova Scotia, Newfoundland and Prince Edward Island.

In Quebec papers, Ontario accounted for between 59% and 81% of all "crime" news, whereas in Ontario papers Quebec accounted for more varied amounts: 27% in the London Free Press, 66% in the Toronto Globe and Mail and 84% in the Toronto Star.

More "crime" news was published in Quebec papers (642") than in Ontario papers (464").

Five papers published more than 200" of "crime" news:

	<u>Column inches</u>
Montreal Star	374
Edmonton Journal	290
London Free Press	263
Winnipeg Free Press	227
Vancouver Sun	203

Only one paper published less than 100" and that was the Toronto Star (80")

4) "Accident" news¹⁷

Table 81 showed that "accidents" accounted for 14.1% of all news studied in the 1955 papers, and Table 84 revealed that more of this news concerned Ontario than any other province.

Every paper published some "accident" news about Ontario and Quebec, the province which came second, and all but the Montreal Presse and St. John Telegraph-Journal published more about Ontario than about any other province. Every paper also published some "accident" news about Nova Scotia, Manitoba, British Columbia and Alberta.

17. Table 100, Page 247.

There were several gaps in the newspaper coverage of "accidents" in Newfoundland and Prince Edward Island. Only four newspapers referred to "accidents" in Newfoundland (the Vancouver Sun, Toronto Star, London Free Press and Montreal Star) and amounts of news were very small. No paper outside the Maritime region mentioned "accidents" in Prince Edward Island.

In Quebec papers, Ontario accounted for between 26% and 51% of all "accident" news. while in Ontario papers, Quebec accounted for between 22% and 57%.

More "accident" news appeared in Ontario papers (521ⁿ) than in Quebec papers (346ⁿ).

Five papers published more than 200" about "accidents":

	<u>Column inches</u>
Winnipeg Free Press	282
St. John Telegraph-Journal	270
Edmonton Journal	259
London Free Press	249
Toronto Globe and Mail	201

Three papers published less than 100"

	<u>Column inches</u>
Montreal La Presse	96
Quebec Le Soleil	96
Toronto Star	71

5) "Miscellaneous" news¹⁸

Table 81 showed that "miscellaneous" news accounted for 11.4% of all news studied in the 1955 papers and Table 84 revealed that an outstanding amount of this news concerned Ontario.

Every paper published some "miscellaneous" news about Ontario, and about Quebec, which ranked second. All but the Edmonton Journal published more of this news about Ontario than about any other province. Every paper also published some "miscellaneous" about British Columbia, and all but the Vancouver Sun published some about Newfoundland.

There were many gaps in western and Ontario newspaper coverage of "miscellaneous" news in the Maritimes, and Prince Edward Island received negligible coverage in papers outside the Maritime region.

In Quebec papers, Ontario accounted for amounts of "miscellaneous" news varying from 33% in the Quebec Soleil to 80% in the Montreal Star. In Ontario papers, Quebec accounted for between 41% and 46%.

18. Table 103, Page 250.

There was a little more "miscellaneous" news in the Quebec papers (348%) than there was in the Ontario papers (320%).

Four papers published over 200" of news in this category:

	<u>Column inches</u>
St. John Telegraph-Journal	265
Halifax Chronicle-Herald	251
Edmonton Journal	221
Montreal Star	211

Two papers published under 50":

	<u>Column inches</u>
Quebec Le Soleil	46
Vancouver Sun	40

6) "Education" news¹⁹

Table 81 showed that "education" accounted for 2.8% of all news studied in the 1955 papers and Table 84 revealed that more of this news concerned British Columbia than any other province.

All but one paper, the Winnipeg Free Press, published some "education" news about British Columbia, and all but the Montreal Presse printed some about Ontario. All but the Toronto Star and the Toronto Globe and Mail contained some about Quebec.

Very little was published about other provinces, and in particular a negligible amount was published about the Maritimes.

In Quebec papers, Ontario accounted for amounts ranging from 0% in the Montreal Presse to 71% in the Montreal Star. Quebec accounted for 27% in the London Free Press, the only Ontario paper which mentioned "education" in Quebec.

More "education" news appeared in Quebec papers (101") than in Ontario papers (64").

No newspaper published over 100" about "education. The Halifax Chronicle-Herald, with 85", published the most.

Four papers published less than 20":

Column News

Quebec Le Soleil	19
Winnipeg Free Press	15
Montreal La Presse	13
Toronto Star	9

7) "Entertainment" news ²⁰

Table 81 showed that "entertainment" accounted for 2.3% of all news studied in the 1955 papers and revealed that more of this news concerned Ontario than

any other province.

Ontario was the only province covered by all eleven papers. "Entertainment" in Quebec, which ranked second, was not mentioned in the Vancouver Sun, Edmonton Journal and Toronto Star. "Entertainment" in Nova Scotia, which ranked third, was not covered by the Edmonton Journal, Toronto Star and Toronto Globe and Mail.

Coverage of "entertainment" in other provinces was very small.

In Quebec papers Ontario accounted for between 33% and 58% of news in this category. In Ontario papers, Quebec accounted for 0% in the Toronto Star, 19% in the London Free Press, and 71% in the Toronto Globe and Mail.

There was more "entertainment" news in Ontario papers (126") than in Quebec papers (97").

Only two papers published more than 50" of news in this category:

Column inches

London Free Press	90
Montreal Star	77

Four papers published less than 10":

	<u>Column inches</u>
Winnipeg Free Press	8
St. John Telegraph-Journal	7
Quebec Soleil	4
Toronto Star	1

III. A Comparison of Newspapers in 1965, 1960 and 1955

It has already been established that the order of news categories according to amounts published was essentially the same in all three years, and that "miscellaneous" news was the only category which varied in position. In every year "political-social-economic" news ranked first, "sports" news second, and "crime" news always ranked ahead of "accidents", "education" and "entertainment". In 1965, however, the ratio of "political-social-economic" news to other categories was greater than in the previous years, 47% of all news in 1965, compared to 39.4% in 1960 and 30.9% in 1955.

In each year Quebec, Ontario and British Columbia were the three provinces which received the greatest overall news coverage, and in each year all three rated high in every category of news content, but the emphasis differed somewhat over the years. In 1955, Ontario ranked first in every category except "sports" news, when it ranked second to Quebec. Quebec ranked second in all other categories except "education" where it ranked fourth.

In 1960, Ontario ranked first in "education", "accident" and "miscellaneous" news, while Quebec ranked first in the remaining four categories. In 1965 Ontario ranked first in "education", "sports" and "entertainment" news; Quebec ranked first in "political-social-economic" and "crime" news, and British Columbia ranked first in "accident" and "miscellaneous" news. 1965 was the first year in which British Columbia ranked first in any news category.

Some similarities existed between provincial ratings in 1960 and 1965. In both years Quebec ranked first in "political-social-economic" and "crime" news, and Ontario ranked first in "education". There were also similarities between 1955 and 1960, since Quebec ranked first in "sports" news in both years, and Ontario ranked first in "accident" and "miscellaneous" news.

It was observed in the previous chapter that every paper published some news in each category about Ontario, except Montreal-Matin, which printed no Ontario "education" news, whereas there were some gaps in the news coverage of Quebec. In 1960, every paper published some "political-social-economic", "crime", "accident", "sports" and "miscellaneous" news about both Ontario and Quebec, but the St. John Telegraph-Journal published

no Ontario "education" news, and the Toronto Globe and Mail published no Quebec "education" news. The St. John Telegraph-Journal and the Halifax Chronicle-Herald also published no "entertainment" news about Ontario, and the Halifax Chronicle-Herald published no news in this category about Quebec.

In 1955, all eleven papers published some news in each category about Ontario, and all published some news in each category about Quebec, apart from the Toronto Globe and Mail and the Toronto Star, which printed no Quebec "education" news and the Vancouver Sun, Edmonton Journal and Toronto Star, which published no Quebec "entertainment" news.

In the previous chapter, this study showed that Ontario accounted for a higher percentage of news in Quebec papers than Quebec accounted for in Ontario papers. There was no definite evidence of this tendency in the three Ontario and three Quebec dailies studied in 1960 and 1955, but the reduction in number of papers studied in those years made comparisons very difficult.

The present chapter has shown that in 1960 and 1965 there was a tendency among French language papers to upgrade "education" and "entertainment" news and to downgrade "crime" news. These characteristics were not discernible in 1955.

A comparison of the news published by Ontario and Quebec papers showed that in each year Ontario papers published the most "political-social-economic" and "entertainment" news, and Quebec papers published the most "education" news. In 1960 and 1965 Ontario newspapers published the most "crime" and "miscellaneous" news. In 1965 Quebec papers published the most "sports" news, but in 1960 Ontario papers published the most news in this category.

Our study showed that over the ten-year period, some of the eleven newspapers studied in all three years, published increased amounts of news in certain categories. Nine papers published more "political-social-economic" news in 1965 than in previous years:

Toronto Globe and Mail	Montreal La Presse
Toronto Star	Quebec Le Soleil
Winnipeg Free Press	St. John Telegraph-Journal
London Free Press	Halifax Chronicle-Herald

Six papers published more "education" news in 1965 than previously:

Vancouver Sun	Montreal La Presse
Winnipeg Free Press	Montreal Star
London Free Press	Quebec Le Soleil

Seven papers published more "crime" news than previously:

Vancouver Sun	Toronto Star
Edmonton Journal	Toronto Globe and Mail
Winnipeg Free Press	London Free Press
	St. John Telegraph-Journal

Three papers published more "accident" news than previously:

Vancouver Sun
Toronto Star
Quebec Le Soleil

Three papers published more "sports" news than previously:

Vancouver Sun
Montreal La Presse
Halifax Chronicle-Herald

Five papers published more "entertainment" news than previously:

Winnipeg Free Press	St. John Telegraph-Journal
Montreal La Presse	Halifax Chronicle-Herald
Quebec Le Soleil	

Four papers published more "miscellaneous" news:

Winnipeg Free Press	Montreal La Presse
Toronto Star	Quebec Le Soleil

However, this study discovered that, in various newspapers, the amounts published decreased over the years.

Two papers published less "political-social-economic" news in 1965 than in previous years:

Edmonton Journal
Montreal Star

Five papers published less "education" news than in previous years:

Edmonton Journal	St. John Telegraph-Journal
Toronto Star	Halifax Chronicle-Herald
Toronto Globe and Mail	

Four papers published less "crime" news than in previous years:

Montreal La Presse	Quebec Le Soleil
Montreal Star	Halifax Chronicle-Herald

Eight papers published less "accident" news than in previous years:

Edmonton Journal	Montreal La Presse
Winnipeg Free Press	Montreal Star
Toronto Globe and Mail	St. John Telegraph-Journal
London Free Press	Halifax Chronicle-Herald

Eight papers published less "sports" news than in previous years:

Edmonton Journal	London Free Press
Winnipeg Free Press	Montreal Star
Toronto Star	Quebec Le Soleil
Toronto Globe and Mail	St. John Telegraph-Journal

Six papers published less "entertainment" news than in previous years:

Vancouver Sun	Toronto Globe and Mail
Edmonton Journal	London Free Press
Toronto Star	Montreal Star

Seven papers published less "miscellaneous" news than in previous years:

Vancouver Sun	Montreal Star
Edmonton Journal	St. John Telegraph-Journal
Toronto Globe and Mail	Halifax Chronicle-Herald
London Free Press	

While the pattern of news coverage in individual papers changed during the period 1955 - 1965, the overall news pattern also changed, so that in 1965 "political-social-economic" news came to represent almost half of the total amount of news published. As a result,

other categories of news (apart from "education") represented a smaller part of the total than they did in 1960 and 1955. Although the order of news categories remained almost identical over the years, this study has shown that there was a change in emphasis.

TABLE 86

Percentage distribution¹ of the total information about the ten Canadian provinces, together with the Yukon and Northwest Territories, according to the amounts published in the various categories of news content published in the newspapers under study January 1 - March 31, 1960.

	Total Column Inches	Total %	Pol. Sec. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Mis- cella- neous %
Vancouver Sun	973	100	41	2	17	10	15	5	10
Edmonton Journal	3220	100	41	5	11	5	15	6	17
Winnipeg Free Press	2255	101	33	4	14	6	30	2	12
Toronto Star	1287	99	41	3	9	6	27	3	10
Toronto Globe and Mail	1742	100	54	4	6	1	21	4	10
London Free Press	992	100	38	3	13	8	21	7	10
Montreal La Presse	1398	101	36	9	8	13	21	2	12
Montreal Star	933	100	31	4	10	13	18	4	20
Quebec Le Soleil	539	99	21	8	4	1	54	6	5
St. John Telegraph Journal	930	101	34	7	9	5	28	4	14
Halifax Chronicle- Herald	1446	100	47	4	13	5	18	0	13

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 87

Percentage distribution¹ of the total information about the ten Canadian provinces, together with the Yukon and Northwest Territories, according to the amounts published in the various categories of news content published in the newspapers under study January 1 - March 31, 1955.

	Total Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Mis- cella- neous %
Vancouver Sun	921	99	33	2	22	19	17	2	4
Edmonton Journal	2087	100	32	3	14	12	26	2	11
Winnipeg Free Press	1966	100	28	1	12	14	36	0	9
Toronto Star	867	99	40	1	9	8	34	0	7
Toronto Globe and Mail	1191	99	37	2	10	17	22	3	8
London Free Press	1458	99	25	2	18	17	20	6	11
Montreal La Presse	679	100	37	2	20	14	11	3	13
Montreal Star	1372	99	29	5	27	11	6	6	15
Quebec Le Soleil	636	99	34	3	21	15	19	0	7
St. John Telegraph Journal	1418	100	18	3	7	19	34	0	19
Halifax Chronicle- Herald	1706	99	36	5	11	9	22	2	14

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 88

Categories of news content rated according to the amount of information in each category published in the newspapers under study January 1 - March 31, 1960.

	Pol. Soç. Econ.	Edu- ca- tion	Crime	Acci- dents	Sports	Enter- tain- ment	Mis- cella- neous
Vancouver Sun	1	7	2	4*	3	6	4*
Edmonton Journal	1	6	4	7	3	5	2
Winnipeg Free Press	1	6	3	5	2	7	4
Toronto Star	1	6	4	5	2	7	3
Toronto Globe and Mail	1	5	4	7	2	6	3
London Free Press	1	7	3	5	2	6	4
Montreal La Presse	1	5	6	3	2	7	4
Montreal Star	1	7	5	4	3	6	2
Quebec Le Soleil	2	3	6	7	1	4	5
St. John Telegraph Journal	1	5	4	6	2	7	3
Halifax Chronicle-Herald	1	6	4	5	2	7	3

*Vancouver Sun published equal amounts of news in the "accidents" and "miscellaneous" categories.

TABLE 89

Categories of news content rated according to the amount of information in each category published in the newspapers under study January 1 - March 31, 1955.

	Pol. Soc. Econ.	Edu- ca- tion.	Crime	Acci- dents	Sports	Enter- tain- ment	Mis- cella- neous
Vancouver Sun	1	6	2	3	4	7	5
Edmonton Journal	1	6	3	4	2	7	5
Winnipeg Free Press	2	6	4	3	1	7	5
Toronto Star	1	6	3	4	2	7	5
Toronto Globe and Mail	1	7	4	3	2	6	5
London Free Press	1	7	3	4	2	6	5
Montreal La Presse	1	7	2	3	5	6	4
Montreal Star	1	7	2	4	5	6	3
Quebec Le Soleil	1	6	2	4	3	7	5
St. John Telegraph Journal	4	6	5	2	1	7	3
Halifax Chronicle- Herald	1	6	4	5	2	7	3

TABLE 90

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study Jan. 1 - March 31, 1960 in the news categories entitled: Political-Social-Economic

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	N.S. %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Vancouver Sun %	396 100	-	17	25	11	19	22	0	5	1	0	0
Edmonton Journal %	1305 100	24	-	13	13	15	14	0	2	11	0	8
Winnipeg Free Press %	747 100	19	4	23	-	21	27	1	1	2	0	2
Toronto Star %	532 100	9	2	17	2	-	59	0	3	0	0	8
Toronto Globe and Mail %	944 100	21	23	4	6	-	30	6	7	2	0	1
London Free Press %	376 100	20	3	7	2	-	66	0	1	0	0	1
Montreal La Presse %	498	7	8	2	9	64	-	2	2	5	0	1
Montreal Star %	289 100	7	6	2	12	59	-	2	5	4	3	0
Quebec Le Soleil %	113 100	0	4	13	44	32	-	6	1	0	0	0
St. John Telegraph Journal %	313 100	1	0	5	3	9	41	-	33	3	0	5
Halifax Chronicle- Herald %	677 100	6	1	6	1	4	27	11	-	11	29	4

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 91

¹
Percentage distribution of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Education

	Total Column Inches	B.C. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	N.B. %	N.S. %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Vancouver Sun %	24 100	-	13	4	0	33	46	0	4	0	0	0
Edmonton Journal %	175 100	26	-	10	10	22	8	0	7	10	0	7
Winnipeg Free Press %	89 99	16	6	4	-	65	3	0	1	4	0	0
Toronto Star %	44 100	0	0	0	0	-	73	0	0	0	0	27
Toronto Globe and Mail %	72 100	67	0	0	30	-	0	0	3	0	0	0
London Free Press %	29 100	0	0	0	0	-	90	10	0	0	0	0
Montreal La Presse %	132 100	11	12	0	0	68	-	0	9	0	0	0
Montreal Star %	36 100	14	11	0	0	75	-	0	0	0	0	0
Quebec Le Soleil %	41 100	0	0	0	0	100	-	0	0	0	0	0
St. John Telegraph Journal %	63 100	0	0	0	5	0	51	-	36	0	8	0
Halifax Chronicle- Herald %	63 100	38	2	0	13	0	3	38	-	6	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 92

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Crime

	Total Column Inches	BC %	Alta. %	Sask. %	Man. %	Ont. %	Que %	NB, %	NS, %	Nfld %	PEI %	Yukon NWT %
Vancouver Sun %	167 100	-	17	4	7	45	22	2	1	0	0	2
Edmonton Journal %	343 100	44	-	6	9	12	26	0	2	0	0	1
Winnipeg Free Press %	309 100	31	10	5	-	16	31	0	1	3	0	3
Toronto Star %	115 100	10	14	0	0	-	69	0	4	3	0	0
Toronto Globe and Mail %	110 100	30	13	0	7	-	38	0	12	0	0	0
London Free Press %	130 100	28	9	0	8	-	25	1	8	21	0	0
Montreal La Presse %	108 99	25	0	0	7	57	-	0	7	3	0	0
Montreal Star %	95 101	20	13	0	12	52	-	0	4	0	0	0
Quebec Le Soleil %	23 100	78	0	0	13	9	-	0	0	0	0	0
St. John Telegraph Journal %	80 100	16	0	3	0	30	41	-	10	0	0	0
Halifax Chronicle- Herald %	182 99	5	0	1	1	30	49	3	-	5	2	3

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 93

1

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Accident

	Total Column Inches	BC. %	Alta. %	Sask %	Man. %	Ont %	Que %	NB %	NS. %	Nfld. %	PEI %	Yukon NWT %
Vancouver Sun %	96 99	-	24	5	8	47	8	5	0	1	0	1
Edmonton Journal %	147 99	18	-	5	23	34	7	17	0	0	0	5
Winnipeg Free Press %	138 100	25	1	7	-	47	15	1	0	4	0	0
Toronto Star %	79 100	11	6	4	9	-	54	3	13	0	0	0
Toronto Globe and Mail %	17 100	29	0	0	0	-	71	0	0	0	0	0
London Free Press %	75 100	0	4	0	45	-	12	16	11	12	0	0
Montreal La Presse %	184 100	3	6	0	3	70	-	14	2	2	0	0
Montreal Star %	118 100	5	3	0	0	60	-	11	19	2	0	0
Quebec Le Soleil %	8 100	25	0	0	0	50	-	25	0	0	0	0
St. John Telegraph Journal %	53 100	0	6	0	0	9	36	-	30	19	0	0
Halifax Chronicle-- Herald %	68 100	6	3	0	0	24	10	47	-	10	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 94

Percentage distribution ¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Sports

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT. %
Vancouver Sun %	146 100	-	25	0	12	9	49	5	0	0	0	0
Edmonton Journal %	498 100	29	-	12	25	17	13	1	0	0	0	3
Winnipeg Free Press %	669 100	27	26	9	-	22	16	0	0	0	0	0
Toronto Star %	344 100	6	2	1	8	-	83	0	0	0	0	0
Toronto Globe and Mail %	362 100	8	5	4	5	-	78	0	0	0	0	0
London Free Press %	208 100	9	2	2	0	-	87	0	0	0	0	0
Montreal La Presse %	292 100	9	7	4	4	75	-	0	1	0	0	0
Montreal Star %	167 100	17	5	0	4	74	-	0	0	0	0	0
Quebec Le Soleil %	291 100	0	1	0	0	99	-	0	0	0	0	0
St. John Telegraph Journal %	258 100	1	0	1	0	19	35	-	34	0	10	0
Halifax Chronicle- Herald %	267 100	5	0	1	1	24	48	16	-	1	4	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 95

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Entertainment

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	P.E.I. %	Yukon N.W.T. %
Vancouver Sun %	48 100	-	2	2	38	35	17	0	6	0	0	0
Edmonton Journal %	209 100	9	-	0	8	31	18	0	0	10	0	24
Winnipeg Free Press %	36 101	0	14	0	-	56	31	0	0	0	0	0
Toronto Star %	38 100	0	0	0	0	-	100	0	0	0	0	0
Toronto Globe and Mail %	66 100	33	5	0	0	-	62	0	0	0	0	0
London Free Press %	70 100	24	53	0	6	-	17	0	0	0	0	0
Montreal La Presse %	23 100	22	0	0	17	0	-	61	0	0	0	0
Montreal Star %	41 100	34	5	0	7	54	-	0	0	0	0	0
Quebec Le Soleil %	34 100	0	0	0	62	38	-	0	0	0	0	0
St. John Telegraph Journal %	35 100	0	0	0	6	0	20	-	71	3	0	0
Halifax Chronicle- Herald %	1 100	0	0	0	0	0	0	0	-	100	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 96

Percentage distribution ¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1960 in the news categories entitled: Miscellaneous

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT. %
Vancouver Sun	96	-	17	2	5	32	6	0	30	7	0	0
%	99											
Edmonton Journal	543	17	-	1	5	45	14	0	10	1	2	5
%	100											
Winnipeg Free Press	267	22	10	6	-	33	12	0	14	2	1	0
%	100											
Toronto Star	135	33	4	5	0	-	7	0	48	3	0	0
%	100											
Toronto Globe and Mail	171	14	1	0	1	-	22	0	60	0	2	0
%	100											
London Free Press	104	6	8	6	0	-	5	0	72	0	3	0
%	100											
Montreal La Presse	161	19	0	0	0	63	-	1	18	0	0	0
%	101											
Montreal Star	187	3	6	1	0	48	-	2	35	2	3	0
%	100											
Quebec Le Soleil	29	10	4	0	0	72	-	0	14	0	0	0
%	100											
St. John Telegraph Journal	128	2	0	0	2	28	8	-	41	5	2	12
%	100											
Halifax Chronicle- Herald	188	2	0	0	0	19	5	36	-	9	23	6
%	100											

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 97

Percentage distribution ¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Political-Social-Economic

	Total Column Inches	BC. %	Alta. %	Sask %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI %	Yukon NWT %
Vancouver Sun %	302 100	-	12	13	5	23	41	0	1	3	0	2
Edmonton Journal %	662 100	24	-	27	11	18	12	0	1	2	2	3
Winnipeg Free Press %	554 100	18	14	27	-	26	13	1	0	1	0	0
Toronto Star %	346 100	12	41	3	2	-	14	2	25	1	0	0
Toronto Globe and Mail %	446 100	16	13	6	6	-	47	0	11	1	0	0
London Free Press %	369 100	13	21	1	10	-	45	1	7	2	0	0
Montreal La Presse %	248 100	20	8	0	3	57	-	6	6	0	0	0
Montreal Star %	403 100	26	8	2	5	52	-	0	7	0	0	0
Quebec Le Soleil %	218 99	31	0	4	2	44	-	6	10	2	0	0
St. John Telegraph Journal %	250 101	19	6	0	2	29	14	-	23	8	0	0
Halifax Chronicle- Herald %	613 100	17	11	6	2	21	25	2	-	8	7	1

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 98

1

Percentage distribution of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Education

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT. %
Vancouver Sun %	23 100	-	0	0	0	83	17	0	0	0	0	0
Edmonton Journal %	67 100	13	-	49	16	11	3	8	0	0	0	0
Winnipeg Free Press %	15 100	0	80	0	-	13	7	0	0	0	0	0
Toronto Star %	9 100	100	0	0	0	-	0	0	0	0	0	0
Toronto Globe and Mail %	25 100	16	0	0	28	-	0	56	0	0	0	0
London Free Press %	30 100	40	0	33	0	-	27	0	0	0	0	0
Montreal La Presse %	13 100	100	0	0	0	0	-	0	0	0	0	0
Montreal Star %	69 101	26	2	0	0	71	-	0	2	0	0	0
Quebec Le Soleil %	19 100	84	0	0	0	16	-	0	0	0	0	0
St. John Telegraph Journal %	44 100	11	7	5	5	45	9	-	11	5	2	0
Halifax Chronicle- Herald %	85 100	54	4	2	2	8	17	5	-	2	6	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 99

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Crime

	Total Column Inches	BC. %	Alta. %	Sask %	Man. %	Ont %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT. %
Vancouver Sun %	203 100	-	14	6	7	66	7	0	0	0	0	0
Edmonton Journal %	290 100	28	-	5	16	21	16	7	1	0	6	0
Winnipeg Free Press %	227 100	8	14	0	-	63	15	0	0	0	0	0
Toronto Star %	80 100	9	0	0	0	-	84	0	6	1	0	0
Toronto Globe and Mail %	121 100	12	7	0	3	-	66	4	8	0	0	0
London Free Press %	263 100	18	12	2	34	-	27	0	7	0	0	0
Montreal La Presse %	138 100	14	4	4	12	59	-	2	5	0	0	0
Montreal Star %	374 100	7	2	0	2	81	-	3	5	0	0	0
Quebec Le Soleil %	130 101	21	5	0	1	66	-	4	4	0	0	0
St. John Telegraph Journal %	102 100	12	3	0	0	42	34	-	9	0	0	0
Halifax Chronicle-- Herald %	185 101	8	0	1	1	39	34	10	-	1	7	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 100

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Accidents

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	NS. %	Nfld. %	PEI. %	Yukon NWT, %
Vancouver Sun %	178 101	-	5	5	8	64	6	0	11	2	0	0
Edmonton Journal %	259 100	17	-	10	29	29	12	1	1	0	0	1
Winnipeg Free Press %	282 101	7	3	2	-	66	3	2	4	0	0	14
Toronto Star %	71 101	6	3	6	6	-	32	0	11	3	0	34
Toronto Globe and Mail %	201 100	8	9	3	26	-	22	1	32	0	0	6
London Free Press %	249 100	2	5	1	9	-	57	0	24	2	0	0
Montreal La Presse %	96 100	12	2	0	6	33	-	9	37	0	0	1
Montreal Star %	154 100	7	4	3	0	51	-	6	27	2	0	0
Quebec Le Soleil %	96 100	8	6	0	15	26	-	15	21	0	0	9
St. John Telegraph Journal %	270 100	2	2	1	3	16	42	-	32	2	0	0
Halifax Chronicle- Herald %	157 100	3	2	0	4	22	17	15	-	25	6	6

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 101

Percentage distribution¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Sports

	Total Column Inches	BC. %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB. %	N.S. %	Nfld. %	PEI, %	Yukon NWT, %
Vancouver Sun %	156 100	-	37	3	13	20	26	0	1	0	0	0
Edmonton Journal %	553 100	37	-	20	8	21	13	1	0	0	0	0
Winnipeg Free Press %	703 100	7	12	14	-	30	32	1	0	4	0	0
Toronto Star %	299 100	10	8	1	3	-	72	4	0	0	2	0
Toronto Globe and Mail %	267 100	24	12	0	2	-	62	0	0	0	0	0
London Free Press %	294 100	11	7	0	3	-	79	0	0	0	0	0
Montreal La Presse %	76 100	1	12	5	8	66	-	4	4	0	0	0
Montreal Star %	84 100	31	13	0	8	48	-	0	0	0	0	0
Quebec Le Soleil %	124 101	14	1	7	2	63	-	7	5	0	2	0
St. John Telegraph Journal %	480 100	4	0	0	0	3	53	-	29	0	11	0
Halifax Chronicle- Herald %	383 100	3	3	0	1	21	40	13	-	0	19	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 102

Percentage distribution ¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Entertainment

	Total Column Inches	BC, %	Alta, %	Sask, %	Man, %	Ont, %	Que, %	NB, %	NS, %	Nfld, %	PEI, %	Yukon NWT, %
Vancouver Sun %	19 100	-	5	0	0	79	0	16	0	0	0	0
Edmonton Journal %	35 100	71	-	0	3	26	0	0	0	0	0	0
Winnipeg Free Press %	8 100	0	0	0	-	37	37	13	13	0	0	0
Toronto Star %	1 100	0	100	0	0	-	0	0	0	0	0	0
Toronto Globe and Mail %	35 100	0	0	0	0	-	71	0	29	0	0	0
London Free Press %	90 100	8	8	0	4	-	19	4	50	7	0	0
Montreal La Presse %	17 100	0	41	0	6	41	-	12	0	0	0	0
Montreal Star %	77 100	0	0	5	9	58	-	4	13	11	0	0
Quebec Le Soleil %	3 100	0	0	0	0	33	-	67	0	0	0	0
St. John Telegraph Journal %	7 99	14	0	14	0	14	57	-	0	0	0	0
Halifax Chronicle- Herald %	32 100	0	0	0	6	13	47	34	-	0	0	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 103

Percentage distribution ¹ of information about the ten Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955 in the news categories entitled: Miscellaneous

	Total Column Inches	BC, %	Alta. %	Sask. %	Man. %	Ont. %	Que. %	NB, %	NS, %	Nfld. %	PEI, %	Yukon NWT. %
Vancouver Sun %	40 100	-	0	0	23	48	27	0	0	0	2	0
Edmonton Journal %	221 100	31	-	6	0	28	27	2	2	1	0	3
Winnipeg Free Press %	177 101	6	7	1	-	69	10	2	3	1	2	0
Toronto Star %	61 100	21	2	0	20	-	46	0	0	11	0	0
Toronto Globe and Mail %	96 99	5	11	0	11	-	46	0	0	26	0	0
London Free Press %	163 100	24	9	1	7	-	41	0	14	4	0	0
Montreal La Press %	91 99	5	4	0	4	74	-	0	1	11	0	0
Montreal Star %	211 99	4	1	3	0	80	-	2	6	1	0	2
Quebec Le Soleil %	46 100	0	2	0	2	33	-	37	17	7	2	0
St. John Telegraph Journal %	265 100	2	13	0	2	32	18	-	22	11	0	0
Halifax Chronicle- Herald %	251 100	9	8	0	2	46	11	9	-	3	12	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 104

Percentage distribution of information about British Columbia according to the categories of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun									
Edmonton Journal	798	100	40	6	19	3	18	2	12
Winnipeg Free Press	526	100	27	3	18	7	34	0	11
Toronto Star	133	100	35	0	8	7	16	0	34
Toronto Globe and Mail	356	100	55	14	9	1	8	6	7
London Free Press	154	100	50	0	23	0	12	11	4
Montreal La Presse	146	100	25	10	19	3	19	3	21
Montreal Star	99	99	20	5	19	6	29	14	6
Quebec Le Soleil	23	100	0	0	78	9	0	0	13
St. John Telegraph Journal	20	100	5	0	65	0	15	0	15
Halifax Chronicle- Herald	95	100	42	25	11	4	14	0	4

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 105

Percentage distribution of information about British Columbia according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol, Soc.- Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- Cella- neous %
Vancouver Sun	-	-	-	-	-	-	-	-	-
Edmonton Journal	586	101	27	1	14	8	35	4	12
Winnipeg Free Press	197	101	51	0	9	10	26	0	5
Toronto Star	108	101	41	8	7	4	29	0	12
Toronto Globe and Mail	179	100	41	2	8	10	36	0	3
London Free Press	194	101	25	6	25	3	17	4	21
Montreal La Presse	49	100	27	0	39	22	2	0	10
Montreal Star	105	101	17	16	24	11	25	0	8
Quebec Le Soleil	68	101	24	0	40	12	25	0	0
St. John Telegraph Journal	47	101	11	2	26	9	38	2	13
Halifax Chronicle- Herald	103	101	45	3	14	4	13	0	22

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 106

1

Percentage distribution of information about Alberta according to the categories of news published in the newspapers under study January 1 - March 31, 1960

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	177	100	38	2	16	13	21	1	9
Edmonton Journal	-	-	-	-	-	-	-	-	-
Winnipeg Free Press	279	100	12	2	11	0	63	2	10
Toronto Star	42	100	19	0	38	12	19	0	12
Toronto Globe and Mail	253	101	85	0	6	0	8	1	1
London Free Press	76	100	14	0	16	4	7	49	10
Montreal La Presse	87	100	45	18	0	13	24	0	0
Montreal Star	57	101	32	7	21	5	14	4	18
Quebec Le Soleil	9	99	44	0	0	0	44	0	11
St. John Telegraph Journal	3	100	0	0	0	100	0	0	0
Halifax Chronicle- Herald	8	101	63	13	0	25	0	0	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 107

1

Percentage distribution of information about Alberta according to categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	131	100	27	0	22	6	44	1	0
Edmonton Journal	-	-	-	-	-	-	-	-	-
Winnipeg Free Press	227	100	34	5	14	4	38	0	5
Toronto Star	170	101	84	0	0	1	14	1	1
Toronto Globe and Mail	113	100	52	0	7	3	28	0	10
London Free Press	163	100	47	0	20	7	13	4	9
Montreal La Presse	47	100	40	0	13	4	19	15	9
Montreal Star	64	100	53	2	14	9	17	0	5
Quebec Le Soleil	15	101	7	0	40	40	7	0	7
St. John Telegraph Journal	61	100	23	5	5	10	0	0	57
Halifax Chronicle-Herald	104	101	63	3	0	3	13	0	19

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 108

Percentage distribution ¹ of information about Saskatchewan according to the categories of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	114	100	87	1	5	4	0	1	2
Edmonton Journal	275	100	61	6	7	3	21	0	2
Winnipeg Free Press	279	99	62	1	6	3	22	0	5
Toronto Star	105	101	89	0	0	3	3	0	6
Toronto Globe and Mail	51	101	75	0	0	0	26	0	0
London Free Press	39	100	72	0	0	0	13	0	15
Montreal La Presse	22	100	50	0	0	0	50	0	0
Montreal Star	7	100	71	0	0	0	0	0	29
Quebec Le Soleil	15	100	100	0	0	0	0	0	0
St. John Telegraph Journal	20	100	85	0	10	0	5	0	0
Halifax Chronicle- Herald	41	100	93	0	2	0	5	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 109

¹
Percentage distribution of information about Saskatchewan according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion. %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	66	100	62	0	18	12	8	0	0
Edmonton Journal	373	101	47	9	4	7	30	0	4
Winnipeg Free Press	257	100	59	0	0	3	38	0	0
Toronto Star	17	101	59	0	0	24	18	0	0
Toronto Globe and Mail	34	100	82	0	0	18	0	0	0
London Free Press	24	100	21	42	21	8	0	0	8
Montreal La Presse	11	100	9	0	55	0	36	0	0
Montreal Star	22	99	36	0	0	18	0	18	27
Quebec Le Soleil	17	100	47	0	0	0	53	0	0
St. John Telegraph Journal	6	100	0	33	0	33	0	17	17
Halifax Chronicle- Herald	44	100	89	5	2	0	2	0	2

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 110

Percentage distribution ¹ of information about Manitoba according to the categories of news published in the newspapers under study January 1 - March 31, 1960

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	104	100	43	0	11	8	16	17	5
Edmonton Journal	417	99	40	4	7	8	30	4	6
Winnipeg Free Press	-	-	-	-	-	-	-	-	-
Toronto Star	46	100	28	0	0	15	57	0	0
Toronto Globe and Mail	108	100	54	20	7	0	18	0	1
London Free Press	56	101	11	0	20	61	0	7	2
Montreal La Presse	74	100	60	0	11	8	16	5	0
Montreal Star	55	101	64	0	20	0	11	6	0
Quebec Le Soleil	74	100	68	0	4	0	0	28	0
St. John Telegraph Journal	16	101	56	19	0	0	0	13	13
Halifax Chronicle- Herald	20	100	35	40	10	0	15	0	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 111

Percentage distribution¹ of information about Manitoba according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	72	100	19	0	19	21	28	0	13
Edmonton Journal	250	100	30	4	19	30	17	0	0
Winnipeg Free Press	-	-	-	-	-	-	-	-	-
Toronto Star	30	100	20	0	0	13	27	0	40
Toronto Globe and Mail	108	101	26	7	3	49	6	0	10
London Free Press	172	99	22	0	52	13	4	2	6
Montreal La Presse	40	101	18	0	40	15	15	3	10
Montreal Star	40	101	48	0	15	2	18	18	0
Quebec Le Soleil	22	101	18	0	5	64	9	0	5
St. John Telegraph Journal	20	100	25	10	0	45	0	0	20
Halifax Chronicle- Herald	32	99	34	6	6	22	9	6	16

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 112

Percentage distribution ¹ of information about Ontario according to the categories of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	263	101	28	3	29	17	5	7	12
Edmonton Journal	713	101	27	6	6	7	12	9	34
Winnipeg Free Press	583	100	27	10	9	11	25	3	15
Toronto Star	-	-	-	-	-	-	-	-	-
Toronto Globe and Mail	-	-	-	-	-	-	-	-	-
London Free Press	-	-	-	-	-	-	-	-	-
Montreal La Presse	916	101	35	10	7	14	24	0	11
Montreal Star	554	100	31	5	9	13	22	4	16
Quebec Le Soleil	404	100	9	10	1	1	71	3	5
St. John Telegraph Journal	142	101	20	0	17	4	35	0	25
Halifax Chronicle- Herald	200	101	15	0	27	8	33	0	18

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 113

1

Percentage distribution of information about Ontario according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	401	100	17	5	33	28	8	4	5
Edmonton Journal	450	101	27	2	14	16	26	2	14
Winnipeg Free Press	817	100	18	0	18	23	26	0	15
Toronto Star	-	-	-	-	-	-	-	-	-
Toronto Globe and Mail	-	-	-	-	-	-	-	-	-
London Free Press	-	-	-	-	-	-	-	-	-
Montreal La Presse	380	100	37	0	22	8	13	2	18
Montreal Star	893	101	23	6	34	9	5	5	19
Quebec Le Soleil	304	100	32	1	28	8	26	0	5
St. John Telegraph Journal	267	101	27	8	16	13	5	0	32
Halifax Chronicle-Herald	447	101	29	2	16	9	18	1	26

¹Because of the rounding of individual percentages, totals to not always equal exactly 100%.

TABLE 114

¹
Percentage distribution of information about Quebec
according to the categories of news published in the news
papers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	228	101	38	5	16	4	31	4	3
Edmonton Journal	477	101	39	3	19	2	14	8	16
Winnipeg Free Press	474	100	43	1	20	4	23	2	7
Toronto Star	801	100	39	4	10	5	36	5	1
Toronto Globe and Mail	701	100	41	0	6	2	40	6	5
London Free Press	511	99	48	5	6	2	35	2	1
Montreal La Presse	—	—	—	—	—	—	—	—	—
Montreal Star	—	—	—	—	—	—	—	—	—
Quebec Le Soleil	—	—	—	—	—	—	—	—	—
St. John Telegraph Journal	322	99	40	10	10	6	28	2	3
Halifax Chronicle- Herald	420	101	44	1	21	2	31	0	2

¹Because of the rounding of individual percentages, totals
do not always equal exactly 100%.

TABLE 115

¹
Percentage distribution of information about Quebec according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	205	100	61	2	7	5	20	0	5
Edmonton Journal	289	101	28	1	16	11	25	0	20
Winnipeg Free Press	359	100	20	0	10	2	62	1	5
Toronto Star	391	100	13	0	17	6	55	2	7
Toronto Globe and Mail	565	100	37	0	14	8	29	4	8
London Free Press	699	99	24	1	10	20	33	2	9
Montreal La Presse	-	-	-	-	-	-	-	-	-
Montreal Star	-	-	-	-	-	-	-	-	-
Quebec Le Soleil	-	-	-	-	-	-	-	-	-
St. John Telegraph- Journal	496	99	7	1	7	23	52	1	8
Halifax Chronicle- Herald	449	100	34	3	14	6	34	3	6

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 116

Percentage distribution¹ of information about New Brunswick according to the categories of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	16	100	0	0	25	31	44	0	0
Edmonton Journal	15	99	0	0	0	73	13	0	13
Winnipeg Free Press	5	100	60	0	0	40	0	0	0
Toronto Star	2	100	0	0	0	100	0	0	0
Toronto Globe and Mail	54	100	100	0	0	0	0	0	0
London Free Press	17	101	0	18	12	71	0	0	0
Montreal La Presse	53	100	23	0	0	49	0	26	2
Montreal Star	22	100	23	0	0	59	0	0	18
Quebec Le Soleil	9	100	78	0	0	22	0	0	0
St. John Telegraph Journal	-	-	-	-	-	-	-	-	-
Halifax Chronicle- Herald	248	100	31	10	2	13	17	0	27

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 117

Percentage distribution¹ of information about New Brunswick according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	3	100	0	0	0	0	0	100	0
Edmonton Journal	40	99	5	12	53	5	12	0	12
Winnipeg Free Press	19	99	21	0	5	26	21	5	21
Toronto Star	17	100	35	0	0	0	65	0	0
Toronto Globe and Mail	21	101	0	67	24	10	0	0	0
London Free Press	8	101	38	0	0	0	13	50	0
Montreal La Presse	32	99	50	0	6	28	9	6	0
Montreal Star	29	99	0	0	41	31	0	10	17
Quebec Le Soleil	61	100	23	0	8	23	15	3	28
St. John Telegraph Journal	-	-	-	-	-	-	-	-	-
Halifax Chronicle- Herald	145	101	10	3	13	16	35	8	16

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 118

Percentage distribution ¹ of information about Nova Scotia according to the categories of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	55	101	38	2	2	0	0	6	53
Edmonton Journal	97	100	23	12	7	0	0	0	58
Winnipeg Free Press	48	100	15	2	4	0	0	0	79
Toronto Star	98	99	18	0	5	10	0	0	66
Toronto Globe and Mail	186	100	37	1	7	0	0	0	55
London Free Press	96	99	3	0	10	8	0	0	78
Montreal La Presse	64	101	16	19	13	5	3	0	45
Montreal Star	107	101	13	0	4	22	0	0	62
Quebec Le Soleil	5	100	20	0	0	0	0	0	80
St. John Telegraph- Journal	314	101	33	7	3	5	28	8	17
Halifax Chronicle- Herald	-	-	-	-	-	-	-	-	-

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 119

Percentage distribution ¹ of information about Nova Scotia according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	23	101	9	0	0	83	9	0	0
Edmonton Journal	20	100	40	0	10	15	10	0	25
Winnipeg Free Press	18	101	6	0	0	61	0	6	28
Toronto Star	99	100	87	0	5	8	0	0	0
Toronto Globe and Mail	131	101	36	0	8	49	0	8	0
London Free Press	173	100	16	0	10	35	0	26	13
Montreal La Presse	60	100	23	0	12	58	5	0	2
Montreal Star	110	100	25	1	16	38	0	9	11
Quebec Le Soleil	60	99	35	0	8	33	10	0	13
St. John Telegraph Journal	356	99	16	1	3	24	39	0	16
Halifax Chronicle- Herald	-	-	-	-	-	-	-	-	-

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 120

Percentage distribution ¹ of information about Newfoundland according to the categories of news published in the newspapers under study January 1 - March 31, 1960

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	11	100	27	0	0	9	0	0	64
Edmonton Journal	194	100	76	9	0	0	0	11	4
Winnipeg Free Press	35	99	34	11	23	17	0	0	14
Toronto Star	8	100	0	0	50	0	0	0	50
Toronto Globe and Mail	18	100	100	0	0	0	0	0	0
London Free Press	36	100	0	0	75	25	0	0	0
Montreal La Presse	32	100	78	0	9	13	0	0	0
Montreal Star	19	100	68	0	0	11	0	0	21
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	27	100	37	0	0	37	0	4	22
Halifax Chronicle Herald	115	101	66	4	9	6	1	1	14

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 121

Percentage distribution ¹ of information about Newfoundland according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	12	100	75	0	0	25	0	0	0
Edmonton Journal	14	100	79	0	0	0	14	0	7
Winnipeg Free Press	29	100	10	0	0	0	86	0	4
Toronto Star	13	100	23	0	8	15	0	0	54
Toronto Globe and Mail	28	100	11	0	0	0	0	0	89
London Free Press	25	100	28	0	0	20	0	24	28
Montreal La Presse	10	100	0	0	0	0	0	0	100
Montreal Star	16	101	13	0	0	19	0	50	19
Quebec Le Soleil	8	101	63	0	0	0	0	0	38
St. John Telegraph Journal	57	101	35	4	0	11	0	0	51
Halifax Chronicle-Herald	100	100	49	2	1	40	1	0	7

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 122

Percentage distribution¹ of information about Prince Edward Island according to the categories of news published in the newspapers under study January 1 - March 31, 1960

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	0	100	0	0	0	0	0	0	0
Edmonton Journal	10	100	0	0	0	0	0	0	100
Winnipeg Free Press	2	100	0	0	0	0	0	0	100
Toronto Star	0	100	0	0	0	0	0	0	0
Toronto Globe and Mail	4	100	0	0	0	0	0	0	100
London Free Press	3	100	0	0	0	0	0	0	100
Montreal La Presse	0	100	0	0	0	0	0	0	0
Montreal Star	13	101	62	0	0	0	0	0	39
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	34	100	0	15	0	0	79	0	6
Halifax Chronicle- Herald	255	101	77	0	2	0	5	0	17

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 123

1

Percentage distribution of information about Prince Edward Island according to the categories of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	Pol. Soc. Econ. %	Edu- ca- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc- cella- neous %
Vancouver Sun	1	100	0	0	0	0	0	0	100
Edmonton Journal	35	100	43	0	51	0	6	0	0
Winnipeg Free Press	4	100	0	0	0	0	25	0	75
Toronto Star	6	100	0	0	0	0	100	0	0
Toronto Globe and Mail	0	100	0	0	0	0	0	0	0
London Free Press	0	100	0	0	0	0	0	0	0
Montreal La Presse	0	100	0	0	0	0	0	0	0
Montreal Star	0	100	0	0	0	0	0	0	0
Quebec Le Soleil	4	100	25	0	0	0	50	0	25
St. John Telegraph Journal	54	100	2	2	0	0	96	0	0
Halifax Chronicle- Herald	173	100	26	3	8	5	41	0	17

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Chapter Eight

Newspaper References to Relations Between
English Canadians and French Canadians (1965)

When the pattern of analysis was established for this study, it was the author's intention to devote a chapter in the present report to "ethnic significance" in newspaper stories, and a category was therefore set up under that heading, with five sub-sections: "English-speaking Canada generally"; "French Canada generally"; "English/French-Canadian relations and attitudes"; "ethnic groups" and "Eskimos and Indians". The coders working on the project were instructed to classify items from the 1965, 1960 and 1955 newspapers according to those sub-sections, where applicable.

As the study progressed, it became obvious that very few items were being classified according to any of the above sub-sections, apart from the one dealing with "English/French Canadian relations and attitudes", and, when our 1965 data was processed, that was the only sub-section which yielded other than minimal results.¹

Our investigation showed that no paper mentioned relations between English Canadians and French Canadians in

1. These results are available for consultation, if desired. The material coded in this category from the 1960 and 1955 papers was not processed, because of the meagre results obtained from the 1965 data.

British Columbia. Four papers discussed English/French relations in their Alberta coverage:

Table 124(a)

Percentage of Alberta
coverage concerned with
English/French relations

Hamilton Spectator	35
Windsor Star	41
Ottawa Le Droit	21
Quebec Le Soleil	20

English/French relations in Saskatchewan took up 8% of the Kitchener-Waterloo Record's Saskatchewan coverage, and 14% of the Sydney Cape Breton Post's, but were not mentioned in other papers.

The only paper to mention English/French relations in Manitoba was the Halifax Chronicle-Herald, 19% of whose Manitoba coverage concerned this matter.

More interest was shown in English/French relations in Ontario:

Table 124(b)

Percentage of Ontario coverage
concerned with English/French
relations

Regina Leader-Post	0.8
Montreal La Presse	8
Montreal Le Devoir	18
Quebec Le Soleil	9
Sherbrooke La Tribune	7
Three Rivers Le Nouvelliste	13
Sydney Cape Breton Post	7
Halifax Chronicle-Herald	13

All papers except two, the Toronto Globe and Mail and the Vancouver Times, published some news about English/French relations in Quebec:

Table 124(c)

Percentage of Quebec coverage
concerned with English/French
relations

Vancouver Sun	8
Victoria Colonist	3
Edmonton Journal	10
Calgary Herald	14
Regina Leader-Post	11
Saskatoon Star-Phoenix	21
Winnipeg Tribune	13
Winnipeg Free Press	5
Toronto Star	2
Toronto Telegram	7
London Free Press	2
Hamilton Spectator	0.4
Windsor Star	2
Kitchener-Waterloo Record	0.3
Ottawa Journal	1
Ottawa Le Droit	0.9
St. John Telegraph-Journal	2
Sydney Cape Breton Post	4
Halifax Chronicle-Herald	14
St. John's Telegram	4

Five papers discussed English/French relations in their New Brunswick coverage:

Table 124(d)

Percentage of New Brunswick
coverage concerned with
English/French relations

Regina Leader-Post	20
Windsor Star	13
Montreal La Presse	14
Montreal Star	73
Halifax Chronicle-Herald	3

Only one paper mentioned English/French relations in Nova Scotia: 5% of the Montreal Presse's Nova Scotia coverage concerned the matter.

No papers mentioned English/French relations in connection with Newfoundland or Prince Edward Island.

It can be seen from the above figures that there was limited concern in the 1965 newspapers over English/French relations. Although every paper except the Vancouver Times and the Toronto Globe and Mail mentioned English/French relations in their Quebec coverage, in only one paper, the Saskatoon Star-Phoenix, did the matter occupy more than 20% of news about Quebec. Of the eight papers which discussed English/French relations in Ontario, it can be seen that five were Quebec French-language papers, but amounts in all eight papers represented under 20% of their Ontario coverage.

It was interesting to find that only one paper, the Halifax Chronicle-Herald, mentioned English/French relations in Manitoba, and that only five papers mentioned the matter in connection with New Brunswick. Of those five papers, it will be noted that only one was a French-language paper: the Montreal Presse.

No Quebec French-language paper devoted more than 20% of its coverage of any province to the matter of English/French relations.

Chapter Nine

CONCLUSION

This study of Canadian daily newspapers has examined the variety, the quantity and the source of news published about each province, with particular reference to newspaper coverage of Quebec in the years 1955, 1960 and 1965.

Geographical distance from Quebec was proved to have an effect on the amount of news published about that province. Our analysis showed that Ontario papers, as a group, published more news about Quebec than any other group of paper did. The second highest amount of Quebec news was published by the Maritime papers, followed in decreasing amounts by the western papers (Manitoba, Saskatchewan and Alberta) and the British Columbia press. The particular newspapers which printed the least Quebec news were the Victoria Colonist, Vancouver Times and St. John's Telegram, all three of them published in places geographically distant from Quebec.

However, investigations also showed that geographical distance from Quebec had less effect on the amount of news printed in a paper than it had on the coverage of any other province, except Ontario. News concerning Quebec ranked high in every regional group of newspapers: Quebec ranked second to Ontario in British Columbia papers; third (after Ontario and British Columbia) in the western papers; first in Ontario papers, and first in the Maritime press. News coverage of other provinces was affected much more by geographical distance,

and this was particularly true of the Maritime provinces, which received very small coverage in western papers, and negligible coverage in the British Columbia press.

Evidence of regional patterns of news reporting was presented in Chapter Two. It was found that British Columbia papers published little about any provinces other than Ontario, Quebec and Alberta; western papers concentrated on Ontario, Quebec and neighboring western provinces; Ontario papers emphasized Quebec, and western news; Quebec newspapers were dominated by their coverage of Ontario, and Maritime papers gave precedence to news about Quebec, Ontario and neighboring Maritime provinces. British Columbia, which ranked second in western, Ontario and Quebec papers, ranked fifth in the Maritime press.

News about Ontario, Quebec and, to a lesser extent, British Columbia, was widely reported in all newspapers studied in 1965, and the same was true in 1960 and 1955.

In considering the amount of news published about the various provinces, this study drew attention to the fact that the overall size (in column inches) of each newspaper often affected the amount published about Quebec, and other provinces. Several of the smallest papers in the 1965 group were also among those with the least news about various provinces. The Victoria Colonist, Vancouver Times and St. John's Telegram, which were mentioned above in connection

with their relatively low coverage of Quebec, were three of the smallest papers studied.

The major source of news about every province was the Canadian Press. Comparatively little news originated with an individual paper's own reporters, and the only papers which constantly made some use of copy written by their own staff were the three Toronto journals, the Globe and Mail, the Star and the Telegram. The Globe and Mail and the Star both increased their use of staff copy over the period 1955 - 1965. Both these papers were among the ten largest papers, in overall size, and among the ten papers with the largest circulations.

While the Canadian Press was the major source of Quebec news, as it was for other provinces, our investigation showed that more news was written by the various newspaper's own reporters about Quebec than about any other province. Every paper published some stories about Quebec prepared by their own staff, apart from the three British Columbia papers, the Regina Leader-Post, the Kitchener-Waterloo Record and the Sydney Cape Breton Post.

Similarly, the most varied news coverage according to the type of item printed concerned Quebec. Every paper studied in 1965 published some form of commentary about Quebec affairs. This was not true about any other province.

Something should be said here about the essentially quantitative nature of this study. No attempt was made by the author to assess the quality of news published about Quebec, or any other province. The formidable difficulties involved in making an objective comparison of the news items published by different papers can be appreciated if the following example is taken into consideration. The Winnipeg Free Press and the Toronto Telegram published roughly comparable amounts of news about Quebec, 433" in the Free Press, and 400" in the Telegram. However, the Winnipeg paper obtained 65% of its Quebec news from the Canadian Press, 8% from its own staff, 8% from articles originating in other papers, and 19% from unspecified sources; while the Toronto Telegram obtained 50% of its Quebec coverage from the Canadian Press, 5% from United Press International, 25% from its own staff, 2% from articles originating in other papers, 2% from various other sources, and 16% from unspecified sources. In the Winnipeg Free Press, 70% of Quebec material was in the form of straight news reports, 21% was commentary, and 8% consisted of photographs. The Toronto Telegram's Quebec material on the other hand, was made up of 82% straight news items, 13% commentary and 5% photographs. To make a useful comparison of the quality of items printed in these two papers would demand a system of analysis quite different from the one used in this project. The amounts published on any one day and their prominence in the particular paper would also have to be taken into account.

At the outset of this study, we were concerned to find out if the news coverage of Quebec differed in its content from that written about other provinces. Our investigation revealed that in 1965 considerably more "political-social-economic" and "crime" news was published about Quebec than about any other province. However, it was also found that large amounts of news in the other five categories - "sports", "accidents", "miscellaneous", "education" and "entertainment" - were also published about Quebec. The same high standing in all categories was true of Ontario, about which the largest quantity of "sports", "education" and "entertainment" news was published; and British Columbia, which ranked first among the provinces in the "miscellaneous" and "accident" news, also ranked high in the other news categories.

In 1960 and 1955 our research revealed that Ontario and Quebec between them dominated all the seven categories of news, although the emphasis shifted over the years. In 1955 Ontario exercised a predominance in all categories of news except "sports", while in 1960 Ontario ranked first in news about "education", "accident" and "miscellaneous", and Quebec came first in "political-social-economic", "crime", "sports" and "entertainment" news.

Over the ten-year period, 1955-1965, the overall news pattern changed, so that in 1965 "political-social-economic" news came to represent almost half the total amount of news published, with the result that other categories of news, apart from "education", made up a smaller part of the total than they had done in 1960 and 1955. However, during the period 1955-1965, the rating of news categories, according to the amounts of news published by all the papers about every province, did not change significantly. "Political-social-economic" and "sports" news ranked first and second in each year, and "crime" and "accident" news always ranked ahead of "education" and "entertainment". Only "miscellaneous" news varied in position from year to year.

The comparative study of 1965, 1960 and 1955 newspapers showed a significant increase in the amount of Quebec news published over the period, from the average 434" in each paper studied in 1955 to an average 536" in each of the 1965 papers. Ontario, which accounted for an average 536" (sic) in each of the 1965 papers, accounted for 505" in 1965 (with a drop to 472" per paper in 1960). However, in 1965, every paper studied published some news about Ontario in every category, (except Montréal-Matin which printed no "education" news), whereas the coverage of Quebec affairs was not so complete.

The content analysis made of the 1965 newspapers drew attention to a regional difference between the Quebec and Maritime papers and those published in provinces west of Quebec. In almost all western and Ontario papers, "crime" news took precedence over "sports" news, while the reverse was true in almost all Quebec and Maritime papers.

Certain characteristics peculiar to the Quebec French-language press were revealed in our study. Several of these papers, and in particular the Montreal Devoir, rated "education" and "entertainment" news higher, and "crime" news lower, than most other papers did. As a group, these papers devoted more space to Ontario news and less to news of other provinces than was the case in any other group of papers, including the Quebec English-language press. However, four of the six French-language Quebec papers ranked among the smallest papers in overall size, and mention has already been made of the connection between the size of a paper and the amount published. The French-language papers used little material from their own correspondents in their coverage of the various provinces, and this fact must surely relate to their small size, low circulation and, presumably, small resources.

The two larger French-language dailies in Quebec, the Montreal Press (which ranked first in size among the 1965

papers, second in circulation and sixth in total volume of news published) and the Quebec Soleil (which ranked fifteenth in size, seventh in circulation and nineteenth in total volume of news published) both more than doubled their total coverage of the Canadian provinces over the period 1955 - 1965.

Any comparison made between the Quebec and Ontario newspapers involved in the 1965 study must take into account the small size of four out of the six French-language Quebec dailies, and the fact that the nine Ontario papers studied included five of the ten largest papers involved in the whole project: the Toronto Star, Toronto Telegram, Toronto Globe and Mail, Hamilton Spectator and the Ottawa Journal. Of those papers, the Toronto Star and Toronto Globe and Mail ranked among the ten with the greatest total volume of news concerning the various provinces, and the Hamilton Spectator ranked eleventh.

However, our project showed that the largest papers were not necessarily the ones with the greatest volume of provincial news. The Montreal Star, which ranked second in overall size, ranked twenty-third in total provincial news coverage; the Toronto Telegram, which ranked third in overall size, ranked twenty-first in provincial coverage, and the Vancouver Sun, which ranked sixth in overall size, ranked seventeenth in coverage. The explanation of these differences should be found in Professor Donald Gordon's companion study

of the press, which considers the importance attached by various newspapers to federal political, and to local news (that is, news concerning the community in which a particular paper is published).

When the thirty newspapers studied in 1965 were rated according to the amount of news published by each one about the different provinces, (see Table 125 which accompanies this chapter), it was found that only one newspaper, the Toronto Globe and Mail, ranked constantly among the ten papers with the most news about each individual province. The Toronto Star would have qualified, except for its coverage of Manitoba, where it ranked twelfth, and the Regina Leader-Post would also have qualified, had it not been for its coverage of New Brunswick and Nova Scotia, where it ranked twenty-third and thirteenth. No other paper approached these standards, and that fact enforces the basic contention of the present report, that the Canadian daily newspapers are regional in their coverage.

TABLE 125 (1) 1965 newspapers rated according to the amount of news each published about individual provinces.ⁱ

	1 - 30	1 - 27	1 - 28	1 - 28	1 - 28	1 - 28	1 - 21	1 - 22	1 - 29	1 - 28	1 - 29	1 - 30	1 - 30
	Rating by Total news Volume	Rating by BC. Cover-age	Rating by Alta. Cover-age	Rating by Sask. Cover-age	Rating by Man. Cover-age	Rating by Ont. Cover-age	Rating by Que. Cover-age	Rating by NB. Cover-age	Rating by NS. Cover-age	Rating by Nfld. Cover-age	Rating by P.E.I. Cover-age	Rating by Yukon Cover-age	Rating by age
Vancouver Sun	18	-	8	16	13	10	18	23	26	21	20	1	1
Vancouver Times	26	-	9	22	23	16	22	26	25	25	25	16	16
Victoria Colonist	30	-	17	26	21	21	21	26	26	28	20	10	10
Edmonton Journal	17	7	-	7	6	19	14	25	24	26	6	5	5
Calgary Herald	4	1	-	1	2	13	12	15	23	26	6	3	3
Regina Leader-Post	2	2	1	-	1	2	9	23	13	7	9	4	4
Saskatoon Star-Phoenix	14	9	3	-	4	17	17	26	20	24	12	11	11
Winnipeg Tribune	8	16	2	3	-	9	10	17	17	5	25	9	9
Winnipeg Free Press	5	5	4	2	-	4	15	22	16	11	19	7	7
Toronto Star	9	10	6	5	12	-	3	6	8	8	5	6	6
Toronto Telegram	22	20	20	6	25	-	16	5	18	2	23	24	24

*Newspapers published within a particular province were excluded from consideration of that province.

TABLE 125 (2)

	1 - 30 Rating by Total news Volume	1 - 27 Rating by BC. Cover- age	1 - 28 Rating by Alta. Cover- age	1 - 28 Rating by Sask. Cover- age	1 - 28 Rating by Man. Cover- age	1 - 28 Rating by Ont. Cover- age	1 - 22 Rating by Que. Cover- age	1 - 29 Rating by NB. Cover- age	1 - 28 Rating by NS. Cover- age	1 - 29 Rating by Nfld. Cover- age	1 - 30 Rating by PEI. Cover- age	1 - 30 Rating by Yukon Cover- age
Toronto Globe and Mail	6	3	7	4	3	-	4	7	5	3	4	13
London Free Press	11	8	10	14	11	-	2	20	8	12	12	22
Hamilton Spectator	12	4	11	10	20	-	13	3	2	9	9	24
Windsor Star	16	14	5	15	8	-	7	9	10	22	12	18
Kitchener- Waterloo Record	15	6	22	7	8	-	5	12	11	20	6	23
Ottawa Journal	19	13	19	19	15	-	6	10	21	15	25	12
Ottawa Le Droit	1	19	18	11	16	-	1	14	4	17	12	2
Montreal La Presse	7	12	15	13	22	1	-	4	15	10	11	19
Montreal Le Devoir	25	25	24	20	27	6	-	19	22	23	29	24
Montréal-Matin	27	26	27	28	26	7	-	18	19	19	18	24
Montreal Star	24	18	16	17	19	15	-	21	12	14	12	14

TABLE 125 (3)

	1 - 30 Rating by Total news Volume	1 - 27 Rating by BC. Cover- age	1 - 28 Rating by Alta. Cover- age	1 - 28 Rating by Sask. Cover- age	1 - 28 Rating by Man. Cover- age	1 - 21 Rating by Ont. Cover- age	1 - 22 Rating by Que. Cover- age	1 - 29 Rating by NB. Cover- age	1 - 28 Rating by NS, Cover- age	1 - 29 Rating by Nfld, Cover- age	1 - 30 Rating by PEL. Cover- age	1 - 30 Rating by Yukon Cover- age
Montreal Gazette	13	15	12	12	5	3	-	11	6	16	23	20
Quebec Le Soleil	20	17	13	18	7	8	-	16	7	13	12	24
Sherbrooke La Tribune	29	27	21	27	17	11	-	8	28	29	25	24
Three Rivers Le Nouvelliste	28	23	22	23	28	11	-	23	14	5	29	24
St. John Telegraph Journal	21	21	28	25	18	18	19	-	1	18	3	21
Sydney Cape- Breton Post	3	11	14	9	14	5	11	2	-	1	2	15
Halifax Chronicle- Herald	10	22	25	21	24	20	8	1	-	4	1	16
St. John's Telegraph	23	24	26	24	10	14	20	13	3	-	20	8

N.B. Where two or more newspapers printed identical amounts of news about a province they have been given the same rating.

TABLE 126 (1)

Percentage distribution¹ of information about each province, together with the Yukon and Northwest Territories, according to the amounts of news published each month by the newspapers under study.

January 1 - March 31, 1965.

	a) British Columbia					b) Alberta.				
	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Vancouver Sun	-	-	-	-	-	191	100	27	30	43
Vancouver Times	-	-	-	-	-	181	100	59	17	24
Victoria Colonist	-	-	-	-	-	82	100	29	20	51
Edmonton Journal	410	100	15	46	39	-	-	-	-	-
Calgary Herald	834	100	30	38	32	-	-	-	-	-
Regina Leader-Post	780	100	28	40	32	607	100	48	25	27
Saskatoon Star-Phoenix	418	100	44	26	30	265	100	28	42	30
Winnipeg Tribune	244	100	11	70	19	400	100	31	55	14
Winnipeg Free Press	440	100	40	30	30	247	100	40	36	24

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 126(2)

a) British Columbia

b) Alberta.

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Toronto Star	361	100	32	34	34	221	100	22	51	27
Toronto Telegram	145	100	35	42	23	55	100	51	31	18
Toronto Globe & Mail	526	100	45	26	29	209	100	28	37	35
London Free Press	404	100	36	26	38	165	100	38	49	13
Hamilton Spectator	466	99	20	33	46	161	100	20	44	36
Windsor Star	277	100	24	32	44	246	100	56	39	5
Kitchener-Waterloo Record	412	100	34	44	22	50	100	26	42	32
Ottawa Journal	278	100	24	33	43	70	100	17	29	54
Ottawa Le Droit	146	100	50	15	35	85	100	45	16	39
Montreal La Presse	306	100	11	60	29	98	100	41	24	35
Montreal Le Devoir	64	100	6	11	83	25	100	24	28	48
Montréal-Matin	49	100	0	53	47	16	101	63	19	19
Montreal Star	223	100	36	39	25	83	100	75	7	18
Montreal Gazette	250	100	38	37	25	62	100	32	10	58
Quebec Le Soleil	230	100	21	23	56	132	100	30	54	16

Table 126 (3)

	a) British Columbia					b) Alberta.				
	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Sherbrooke La Tribune	52	99	17	65	17	100	100	34	58	8
Three Rivers Le Nouvelliste	78	160	0	10	90	54	100	0	20	80
St. John Telegraph Journal	138	100	48	22	30	24	100	33	29	38
Sydney Cape- Breton Post	316	100	35	40	25	55	100	71	9	20
Halifax Chronicle- Herald	131	100	32	41	27	78	100	15	85	0
St. John's Telegram	67	100	39	37	24	21	100	43	24	33

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Sherbrooke La Tribune	52	99	17	65	17	100	100	34	58	8
Three Rivers Le Nouvelliste	78	160	0	10	90	54	100	0	20	80
St. John Telegraph Journal	138	100	48	22	30	24	100	33	29	38
Sydney Cape- Breton Post	316	100	35	40	25	55	100	71	9	20
Halifax Chronicle- Herald	131	100	32	41	27	78	100	15	85	0
St. John's Telegram	67	100	39	37	24	21	100	43	24	33

Table 126 (4)

c) Saskatchewan

d) Manitoba

	Total Column Inches	Total % %	Jan. % %	Feb. % %	Mar. % %	Total Column Inches	Total % %	Jan. % %	Feb. % %	Mar. % %
Vancouver Sun	73	100	21	21	58	43	100	30	37	33
Vancouver Times	30	100	27	60	13	15	100	27	73	0
Victoria Colonist	10	100	20	0	80	24	100	29	0	71
Edmonton Journal	129	100	11	27	62	84	100	1	66	33
Calgary Herald	383	100	14	58	28	354	100	45	24	31
Regina Leader-Post	-	-	-	-	-	361	100	22	44	34
Saskatoon Star-Phoenix	-	-	-	-	-	131	100	17	56	27
Winnipeg Tribune	259	100	41	40	19	-	-	-	-	-
Winnipeg Free Press	376	100	30	45	25	-	-	-	-	-
Toronto Star	154	100	42	8	50	45	100	16	22	62
Toronto Telegram	131	100	35	24	41	4	100	25	75	0
Toronto Globe & Mail	182	100	24	36	40	181	100	3	31	66
London Free Press	85	100	19	31	50	50	100	26	40	34
Hamilton Spectator	110	100	39	43	18	25	100	8	16	76
Windsor Star	76	100	8	41	51	68	100	0	71	29
Kitchener-Waterloo Record	129	100	4	74	22	68	100	7	58	35
Ottawa Journal	35	100	6	91	3	40	100	53	47	0

Table 126 (5)

c) Saskatchewan

d) Manitoba

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Ottawa Le Droit	105	100	23	66	11	38	100	16	55	29
Montreal La Presse	95	100	1	93	6	22	100	0	50	50
Montreal Le Devoir	31	100	16	84	0	2	100	100	0	0
Montréal-Matin	0	100	0	0	0	3	100	0	0	100
Montreal Star	54	100	30	52	18	27	100	0	33	67
Montreal Gazette	104	100	12	64	24	114	100	17	68	15
Quebec Le Soleil	39	100	38	59	3	81	100	10	30	60
Sherbrooke La Tribune	9	100	11	78	11	34	100	3	94	3
Three Rivers Le Nouvelliste	19	100	0	0	100	1	100	0	100	0
St. John Telegraph Journal	31	100	0	84	16	30	100	47	23	30
Sydney Cape-Breton Post	118	100	2	91	7	42	99	26	33	40
Halifax Chronicle- Herald	13	100	100	0	0	11	100	0	100	0
St. John's Telegram	18	100	67	28	5	51	100	63	33	4

Table 126 (6)

e) Ontario f) Quebec

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Vancouver Sun	489	100	23	36	41	365	100	50	38	12
Vancouver Times	342	100	28	18	54	205	100	40	42	18
Victoria Colonist	215	100	32	25	43	235	100	11	51	38
Edmonton Journal	282	100	8	40	52	463	100	15	56	29
Calgary Herald	373	100	36	36	28	493	100	29	30	41
Regina Leader-Post	1016	100	33	25	42	576	100	31	33	36
Saskatoon Star-Phoenix	289	100	38	29	33	370	100	25	40	35
Winnipeg Tribune	536	100	29	41	30	584	100	38	32	30
Winnipeg Free Press	800	100	32	30	38	433	100	26	38	36
Toronto Star	-	-	-	-	-	921	100	27	42	31
Toronto Telegram	-	-	-	-	-	400	100	23	39	38
Toronto Globe & Mail	-	-	-	-	-	858	100	31	38	31
London Free Press	-	-	-	-	-	927	100	30	49	21
Hamilton Spectator	-	-	-	-	-	474	100	15	40	45
Windsor Star	-	-	-	-	-	716	100	24	40	36
Kitchener-Waterloo Record	-	-	-	-	-	752	100	19	57	24
Ottawa Journal	-	-	-	-	-	748	100	23	46	31

Table 126 (7)

e) Ontario f) Quebec

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Ottawa Le Droit	-	-	-	-	-	10,861	100	32	36	32
Montreal La Presse	1406	100	28	37	35	-	-	-	-	-
Montreal Le Devoir	667	100	28	46	26	-	-	-	-	-
Montréal-Matin	623	100	38	31	31	-	-	-	-	-
Montreal Star	350	100	38	39	23	-	-	-	-	-
Montreal Gazette	861	100	42	38	20	-	-	-	-	-
Quebec Le Soleil	553	100	32	34	34	-	-	-	-	-
Sherbrooke La Tribune	426	100	36	34	30	-	-	-	-	-
Three Rivers Le Nouvelliste	421	100	38	34	28	-	-	-	-	-
St. John Telegraph Journal	288	100	52	34	14	315	100	31	46	23
Sydney Cape-Breton Post	708	100	27	49	24	540	100	15	55	30
Halifax Chronicle- Herald	271	100	42	31	27	609	100	13	44	43
St. John's Telegram	353	100	73	12	15	284	100	20	32	48

Table 126 (8)

g) New Brunswick

h) Nova Scotia

	Total Column Inches	Total % %	Jan. % %	Feb. % %	Mar. % %	Total Column Inches	Total % %	Jan. % %	Feb. % %	Mar. % %
Vancouver Sun	5	100	0	100	0	10	100	0	20	80
Vancouver Times	0	100	0	0	0	12	100	33	0	67
Victoria Colonist	0	100	0	0	0	10	100	0	20	80
Edmonton Journal	2	100	0	100	0	13	100	0	15	85
Calgary Herald	26	100	12	88	0	14	100	21	29	50
Regina Leader-Post	5	100	0	0	100	55	100	13	4	83
Saskatoon Star-Phoenix	1	100	0	100	0	38	100	29	8	63
Winnipeg Tribune	18	100	11	89	0	43	100	23	9	68
Winnipeg Free Press	10	100	0	0	100	50	100	14	8	78
Toronto Star	56	100	0	80	20	86	100	8	80	12
Toronto Telegram	60	100	0	38	62	42	100	14	7	79
Toronto Globe & Mail	48	100	0	21	79	127	100	13	21	66
London Free Press	12	100	8	50	42	86	100	2	59	39
Hamilton Spectator	100	100	0	19	81	226	100	74	6	20
Windsor Star	45	100	18	44	38	84	100	25	6	69
Kitchener-Waterloo Record	35	100	6	94	0	74	100	7	82	11

Table 126 (9)

g) New Brunswick

h) Nova Scotia

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Ottawa Journal	44	100	34	57	9	23	100	17	13	70
Ottawa Le Droit	27	100	30	37	33	167	100	62	1	37
Montreal La Presse	71	100	20	44	36	54	100	33	19	48
Montreal Le Devoir	15	100	73	7	20	20	100	15	10	75
Montréal-Matin	17	100	12	59	29	39	100	69	0	31
Montreal Star	11	100	0	27	73	61	100	28	25	47
Montreal Gazette	41	100	22	56	22	120	100	15	39	46
Quebec Le Soleil	23	100	0	70	30	101	100	2	60	38
Sherbrooke La Tribune	47	100	62	38	0	6	100	0	50	50
Three Rivers Le Nouvelliste	5	100	100	0	0	55	100	76	4	20
St. John Telegraph Journal	-	-	-	-	-	254	100	24	20	56
Sydney Cape-Breton Post	237	100	34	30	36	-	-	-	-	-
Halifax Chronicle- Herald	303	100	11	53	36	-	-	-	-	-
St. John's Telegram	28	100	36	32	32	184	100	10	0	90

Table 126 (10)

j) Prince Edward Island

i) Newfoundland

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Vancouver Sun	16	100	31	0	69	4	100	50	25	25
Vancouver Times	6	100	0	0	100	1	100	100	0	0
Victoria Colonist	2	100	0	0	100	4	100	25	75	0
Edmonton Journal	3	100	0	100	0	15	100	0	100	0
Calgary Herald	3	100	0	67	33	15	100	67	7	26
Regina Leader-Post	57	100	42	14	44	14	100	93	7	0
Saskatoon Star-Phoenix	10	100	0	60	40	8	100	75	25	0
Winnipeg Tribune	84	100	100	0	0	1	100	100	0	0
Winnipeg Free Press	45	100	20	11	69	5	100	80	20	0
Toronto Star	53	100	28	0	72	19	100	47	11	42
Toronto Telegram	232	100	100	0	0	3	100	100	0	0
Toronto Globe & Mail	128	100	0	28	72	44	100	0	50	50
London Free Press	44	100	36	0	64	8	100	87	0	13
Hamilton Spectator	48	100	40	0	60	14	100	100	0	0
Windsor Star	14	100	0	0	100	8	100	25	0	75
Kitchener-Waterloo Record	19	100	0	0	100	15	100	100	0	0

Table 126 (11)

j) Prince Edward Island

i) Newfoundland

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %
Ottawa Journal	32	100	0	50	50	1	100	100	0	0
Ottawa Le Droit	26	100	0	23	77	8	100	63	0	37
Montreal La Presse	47	100	0	13	87	11	100	45	0	55
Montreal Le Devoir	13	100	0	0	100	0	100	0	0	0
Montréal-Matin	20	100	85	0	15	7	100	100	0	0
Montreal-Star	34	100	100	0	0	8	100	100	0	0
Montreal Gazette	28	100	7	57	36	3	100	0	0	100
Quebec Le Soleil	35	100	8	6	86	8	100	37	0	63
Sherbrooke La Tribune	0	100	0	0	0	1	100	0	100	0
Three Rivers Le Nouvelliste	60	100	57	0	43	0	100	0	0	0
St. John Telegraph Journal	25	100	36	24	40	54	100	28	17	55
Sydney Cape-Breton Post	299	100	22	34	44	172	100	48	24	28
Halifax Chronicle- Herald	128	100	63	12	25	312	100	57	27	16
St. John's Telegram	-	-	-	-	-	4	100	0	0	100

k) Yukon, N.W.T.

Table 126 (12)

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %				
Vancouver Sun	100	100	100	0	0				
Vancouver Times	10	100	50	50	0				
Victoria Colonist	23	100	0	100	0				
Edmonton Journal	51	100	0	100	0				
Calgary Herald	55	100	7	78	15				
Regina Leader-Post	53	100	28	6	66				
Saskatoon Star-Phoenix	21	100	43	57	0				
Winnipeg Tribune	25	100	100	0	0				
Winnipeg Free Press	28	100	39	0	61				
Toronto Star	35	100	0	100	0				
Toronto Telegram	0	100	0	0	0				
Toronto Globe & Mail	15	100	0	67	33				
London Free Press	4	100	0	100	0				
Hamilton Spectator	0	100	0	0	0				
Windsor Star	9	100	100	0	0				
Kitchener-Waterloo Record	3	100	0	67	33				

Table 126 (13)

k) Yukon, N.W.T.

	Total Column Inches	Total %	Jan. %	Feb. %	Mar. %					
Ottawa Journal	16	100	69	31	0					
Ottawa Le Droit	88	100	57	43	0					
Montreal La Presse	6	100	0	0	100					
Montreal Le Devoir	0	100	0	0	0					
Montréal-Matin	0	100	0	0	0					
Montreal Star	14	100	0	100	0					
Montreal Gazette	6	100	0	100	0					
Quebec Le Soleil	0	100	0	0	0					
Sherbrooke La Tribune	0	100	0	0	0					
Three Rivers Le Nouvelliste	0	100	0	0	0					
St. John Telegraph Journal	6	100	0	100	0					
Sydney Cape-Breton Post	12	100	8	177	75					
Halifax Chronicle- Herald	10	100	0	100	00					
St. John's Telegram	27	100	0	78	22					

TABLE 127

Newspapers rated according to the amount of news (in column inches) published about the Yukon and Northwest Territories in the period

January 1 - March 31, 1965

<u>Yukon, N.W.T.</u>	<u>Total in Column Inches</u>
Vancouver Sun	100
Ottawa Le Droit	88
Calgary Herald	55
Regina Leader-Post	53
Edmonton Journal	51
Toronto Star	35
Winnipeg Free Press	28
St. John's Telegram	27
Winnipeg Tribune	25
Victoria Colonist	23
Saskatoon Star-Phoenix	21
Ottawa Journal	16
Toronto Globe & Mail	15
Montreal Star	14
Sydney Cape-Breton Post	12
Vancouver Times	10
Halifax Chronicle-Herald	10
Windsor Star	9
Montreal La Presse	6
Montreal Gazette	6
St. John Telegraph Journal	6
London Free Press	4
Kitchener-Waterloo Record	3
Toronto Telegram	0
Hamilton Spectator	0
Montreal Le Devoir	0
Montréal-Matin	0
Quebec Le Soleil	0
Sherbrooke La Tribune	0
Three Rivers Le Nouvelliste	0

TABLE 128 (1)

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the different categories of news published in the papers under study.

January 1 - March 31, 1965

Base: Column Inches	Total %	Pol. Soc. Econ. %	Educa- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc. %
Vancouver Sun	100	100	0	0	0	0	0	0
Vancouver Times	100	0	0	50	0	50	0	0
Victoria Colonist	100	100	0	0	0	0	0	0
Edmonton Journal	101	61	6	24	10	0	0	0
Calgary Herald	100	69	0	0	0	16	0	15
Regina Leader-Post	99	96	0	0	2	0	1	0
Saskatoon Star-Phoenix	100	100	0	0	0	0	0	0
Winnipeg Tribune	100	44	0	0	16	0	0	40
Winnipeg Free Press	100	0	0	21	18	0	61	0
Toronto Star	100	100	0	0	0	0	0	0
Toronto Telegram	100	0	0	0	0	0	0	0
Toronto Globe & Mail	99	53	0	0	0	0	13	33

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 128 (2)

Base: Column Inches	Total %	Pol. Soc. Econ. %	Educa- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc. %
London Free Press	100	0	0	100	0	0	0	0
Hamilton Spectator	100	0	0	0	0	0	0	0
Windsor Star	100	0	0	0	0	0	0	100
Kitchener-Waterloo Record	100	67	0	0	0	0	0	33
Ottawa Journal	100	31	0	0	0	0	0	69
Ottawa Le Droit	100	86	0	0	0	0	0	14
Montreal La Presse	100	100	0	0	0	0	0	0
Montreal Le Devoir	100	0	0	0	0	0	0	0
Montréal-Matin	100	0	0	0	0	0	0	0
Montreal Star	100	100	0	0	0	0	0	0
Montreal Gazette	100	33	0	0	0	0	0	67
Quebec Le Soleil	100	0	0	0	0	0	0	0
Sherbrooke La Tribune	100	0	0	0	0	0	0	0
Three Rivers Le Nouvelliste	100	0	0	0	0	0	0	0
St. John Telegraph Journal	100	100	0	0	0	0	0	0
Sydney Cape-Breton Post	99	83	0	8	0	0	0	8
Halifax Chronicle- Herald	100	100	0	0	0	0	0	0
St. John's Telegram	100	100	0	0	0	0	0	0

TABLE 129

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the different categories of news published in the papers under study.

January 1 - March 31, 1960

Base: Column Inches	Total %	Pol. Soc. Econ. %	Educa- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc. %
Vancouver Sun	5	100	0	80	20	0	0	0
Edmonton Journal	224	100	48	2	3	7	23	12
Winnipeg Free Press	14	100	29	64	0	7	0	0
Toronto Star	40	100	70	0	0	0	0	0
Toronto Globe & Mail	11	100	100	0	0	0	0	0
London Free Press	4	100	100	0	0	0	0	0
Montreal La Presse	4	100	100	0	0	0	0	0
Montreal Star	0	100	0	0	0	0	0	0
Quebec Le Soleil	0	100	0	0	0	0	0	0
St. John Telegraph- Journal	16	100	0	0	0	0	0	100
Halifax Chronicle- Herald	27	100	37	19	0	0	0	44

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 130

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the different categories of news published in the papers under study.

January 1 - March 31, 1955.

Base: Column Inches	Total %	Pol. Soc. Econ. %	Educa- tion %	Crime %	Acci- dents %	Sports %	Enter- tain- ment %	Misc. %
Vancouver Sun	7	100	100	0	0	0	0	0
Edmonton Journal	30	100	67	0	13	0	0	20
Winnipeg Free Press	39	100	0	0	100	0	0	0
Toronto Star	24	100	0	0	100	0	0	0
Toronto Globe & Mail	12	100	0	0	100	0	0	0
London Free Press	0	100	0	0	0	0	0	0
Montreal La Presse	1	100	0	0	100	0	0	0
Montreal Star	5	100	0	0	0	0	0	100
Quebec Le Soleil	9	100	0	0	100	0	0	0
St. John Telegraph- Journal	0	100	0	0	0	0	0	0
Halifax Chronicle- Herald	17	100	41	0	59	0	0	0

¹Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 131 (1)

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the source of news published in the newspapers under study.

January 1 - March 31, 1965

	Base: Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Others papers %	Vari- ous %	Unspec- ified %
Vancouver Sun	100	100	0	0	0	0	0	100	0
Vancouver Times	10	100	90	0	0	0	0	0	10
Victoria Colonist	23	100	100	0	0	0	0	0	0
Edmonton Journal	51	100	0	0	0	86	0	0	14
Calgary Herald	55	100	100	0	0	0	0	0	0
Regina Leader-Post	53	100	100	0	0	0	0	0	0
Saskatoon Star-Phoenix	21	100	100	0	0	0	0	0	0
Winnipeg Tribune	25	100	100	0	0	0	0	0	0
Winnipeg Free Press	28	100	39	0	0	0	0	0	61
Toronto Star	35	100	0	0	0	100	0	0	0
Toronto Telegram	0	100	0	0	0	0	0	0	0
Toronto Globe & Mail	15	100	60	0	0	0	0	0	40

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 131 (2)

	Base: Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Others papers %	Vari- ous %	Unspec- ified %
London Free Press	4	100	100	0	0	0	0	0	0
Hamilton Spectator	0	100	0	0	0	0	0	0	0
Windsor Star	9	100	100	0	0	0	0	0	0
Kitchener-Waterloo Record	3	100	100	0	0	0	0	0	0
Ottawa Journal	16	100	100	0	0	0	0	0	0
Ottawa Le Droit	88	100	24	0	0	0	0	25	51
Montreal La Presse	6	100	0	0	0	0	0	0	100
Montreal Le Devoir	0	100	0	0	0	0	0	0	0
Montréal-Matin	0	100	0	0	0	0	0	0	0
Montreal Star	14	100	100	0	0	0	0	0	0
Montreal Gazette	6	100	67	0	0	0	0	0	33
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
Sherbrooke La Tribune	0	100	0	0	0	0	0	0	0
Three Rivers Le Nouvelliste	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	6	100	100	0	0	0	0	0	0
Sydney Cape-Breton Post	12	100	100	0	0	0	0	0	0
Halifax Chronicle- Herald	10	100	100	0	0	0	0	0	0
St. John's Telegram	27	100	22	0	0	0	0	78	0

TABLE 132

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the source of news published in the newspapers under study.

January 1 - March 31, 1960

	Base: Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Others papers %	Vari- ous %	Unspec- ified %
Vancouver Sun	5	100	80	0	0	0	0	0	20
Edmonton Journal	224	100	90	0	0	10	0	0	0
Winnipeg Free Press	14	100	36	0	0	0	0	0	64
Toronto Star	40	101	83	0	0	0	0	0	18
Toronto Globe & Mail	11	100	0	0	0	0	100	0	0
London Free Press	4	100	100	0	0	0	0	0	0
Montreal La Presse	4	100	100	0	0	0	0	0	0
Montreal Star	0	100	0	0	0	0	0	0	0
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
St. John Telegraph- Journal	16	100	100	0	0	0	0	0	0
Halifax Chronicle- Herald	27	1	82	0	0	0	0	0	19

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 133

Percentage distribution¹ of information about the Yukon and Northwest Territories, according to the source of news published in the newspapers under study.

January 1 - March 31, 1955

	Base: Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Others papers %	Vari- ous %	Unspec- ified %
Vancouver Sun	7	100	71	0	0	29	0	0	0
Edmonton Journal	30	100	80	0	0	0	0	0	20
Winnipeg Free Press	39	101	62	0	0	0	0	0	39
Toronto Star	24	100	100	0	0	0	0	0	0
Toronto Globe & Mail	12	100	100	0	0	0	0	0	0
London Free Press	0	100	0	0	0	0	0	0	0
Montreal La Presse	1	100	100	0	0	0	0	0	0
Montreal Star	5	100	0	0	0	0	0	100	0
Quebec Le Soleil	9	100	100	0	0	0	0	0	0
St. John Telegraph- Journal	0	100	0	0	0	0	0	0	0
Halifax Chronicle- Herald	17	100	100	0	0	0	0	0	0

¹ Because of the rounding of individual percentages, totals do not always equal exactly 100%.

TABLE 134 (1)

1

Percentage distribution of information about the Yukon and Northwest Territories, according to the type of news item published in the newspapers under study.

January 1 - March 31, 1965

	Base: Column Inches	Total %	News %	Com- ment %	Photo %	Other %	
Vancouver Sun	100	100	0	100	0	0	
Vancouver Times	10	100	100	0	0	0	
Victoria Colonist	23	100	100	0	0	0	
Edmonton Journal	51	100	100	0	0	0	
Calgary Herald	55	100	100	0	0	0	
Regina Leader-Post	53	100	32	28	40	0	
Saskatoon Star-Phoenix	21	100	100	0	0	0	
Winnipeg Tribune	25	100	100	0	0	0	
Winnipeg Free Press	28	100	100	0	0	0	
Toronto Star	35	100	100	0	0	0	
Toronto Telegram	0	100	0	0	0	0	
Toronto Globe & Mail	15	100	60	7	33	0	
London Free Press	4	100	100	0	0	0	

1

Because of the rounding of individual percentages, totals do not always equal exactly 100%.

Table 134 (2)

	Base: Column Inches	Total %	News %	Com- ment %	Photo %	Other %	
Hamilton Spectator	0	100	0	0	0	0	
Windsor Star	9	100	100	0	0	0	
Kitchener-Waterloo Record	3	100	100	0	0	0	
Ottawa Journal	16	100	100	0	0	0	
Ottawa Le Droit	88	100	65	0	35	0	
Montreal La Presse	6	100	100	0	0	0	
Montreal Le Devoir	0	100	0	0	0	0	
Montréal-Matin	0	100	0	0	0	0	
Montreal Star	14	100	100	0	0	0	
Montreal Gazette	6	100	100	0	0	0	
Quebec Le Soleil	0	100	0	0	0	0	
Sherbrooke La Tribune	0	100	0	0	0	0	
Three Rivers Le Nouvelliste	0	100	0	0	0	0	
St. John Telegraph Journal	6	100	0	100	0	0	
Sydney Cape-Breton Post	12	100	100	0	0	0	
Halifax Chronicle- Herald	10	100	100	0	0	0	
St. John's Telegram	27	100	22	78	0	0	



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